

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	33.1	24,660	1	RESCUE-GILLIGAN'S ISLAND(S)	26.2	53,560
2	WORLD SERIES GAME #3(S)	33.0	24,590	2	MORK & MINDY	23.8	48,620
3	WORLD SERIES GAME #5(S)	32.6	24,290	3	WORLD SERIES GAME #5(S)	22.4	45,870
4	WORLD SERIES GAME #2(S)	32.2	23,990	4	WORLD SERIES GAME #3(S)	21.4	43,810
5	RESCUE-GILLIGAN'S ISLAND(S)	30.4	22,650	5	WORLD SERIES GAME #1(S)	21.3	43,510
6	WORLD SERIES GAME #4(S)	30.1	22,420	6	WORLD SERIES GAME #2(S)	20.9	42,720
7	B.HOPE-SALUTE-WRLD SERIES(S)	29.2	21,750	7	B.HOPE-SALUTE-WRLD SERIES(S)	20.8	42,580
8	MORK & MINDY	28.1	20,930	8	LAVERNE AND SHIRLEY#	19.6	40,150
9	WEDNESDAY MOVIE OF-WEEK#	26.1	19,440	9	BATTLESTAR: GALACTICA	19.6	40,070
10	THREE'S COMPANY#	25.9	19,300	10	WORLD SERIES GAME #4(S)	19.2	39,220
11	LAVERNE AND SHIRLEY#	25.6	19,070	11	LITTLE HOUSE-PRAIRIE	19.0	38,860
12	COUNTRY MUSIC AWARDS(S)	25.3	18,850	12	WEDNESDAY MOVIE OF-WEEK#	18.5	37,870
13	AMER. LEAGUE CHAMP GM 4(S)	25.0	18,630	13	THREE'S COMPANY#	18.5	37,760
13	BARNEY MILLER	25.0	18,630	14	WHAT'S HAPPENING#	18.4	37,730
15	HAPPY DAYS#	24.9	18,550	15	HAPPY DAYS#	18.0	36,750
16	M*A*S*H	24.1	17,950	16	M*A*S*H	17.8	36,410
17	WHAT'S HAPPENING#	24.0	17,880	17	COUNTRY MUSIC AWARDS(S)	17.6	36,010
18	LITTLE HOUSE-PRAIRIE	23.9	17,810	18	CHIPS	17.4	35,510
19	BATTLESTAR: GALACTICA	22.8	16,990	19	BARNEY MILLER	17.2	35,250
20	CENTENNIAL#	22.6	16,840	20	ABC SUNDAY NIGHT MOVIE	16.2	33,100
21	NBC MONDAY NIGHT MOVIES	22.5	16,760	21	INCREDIBLE HULK	15.9	32,570
22	AMER. LEAGUE CHAMP GM 1(S)	22.2	16,540	22	EIGHT IS ENOUGH#	15.9	32,470
23	NATL LEAGUE CHAMP GM 4(S)	21.8	16,240	23	CENTENNIAL#	15.3	31,300
24	CHIPS	21.6	16,090				

CONT'D

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
24	NFL MONDAY NIGHT FOOTBALL	21.6	16,090				
26	SOAP	21.5	16,020				

CONT'D

RANK	PROGRAM	% U.S.	NO. (000)
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HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)

NIELSEN AVERAGE AUDIENCE

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(T)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978
NIELSEN AVERAGE AUDIENCE

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	B.HOPE-SALUTE-WRLD SERIES(S)	22.8	17,790
2	RESCUE-GILLIGAN'S ISLAND(S)	22.4	17,470
3	COUNTRY MUSIC AWARDS(S)	21.6	16,820
4	LITTLE HOUSE-PRAIRIE	21.1	16,430
5	THREE'S COMPANY#	20.9	16,290
6	MORK & MINDY	20.8	16,210
7	BIG EVENT-TUE.#	20.6	16,080
7	NBC MONDAY NIGHT MOVIES	20.6	16,080
9	WORLD SERIES GAME #1(S)	20.5	15,970
10	WORLD SERIES GAME #3(S)	20.3	15,880
11	WEDNESDAY MOVIE OF-WEEK#	20.3	15,870
12	WORLD SERIES GAME #5(S)	20.2	15,760
13	WORLD SERIES GAME #2(S)	20.1	15,680
14	LAVERNE AND SHIRLEY#	20.0	15,630
15	CENTENNIAL#	19.3	15,070
16	BARNEY MILLER	19.3	15,060
17	M*A*S*H	19.2	14,950
18	HAPPY DAYS#	19.0	14,850
19	WORLD SERIES GAME #4(S)	18.7	14,600
20	EIGHT IS ENOUGH#	17.7	13,850
21	BATTLESTAR: GALACTICA	17.4	13,610
22	SOAP	17.4	13,560
23	DICK CLARK'S LIVE WEDNSDY#	17.4	13,550

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #5(S)	31.4	22,050
2	WORLD SERIES GAME #3(S)	31.4	22,030
3	WORLD SERIES GAME #2(S)	30.3	21,260
4	WORLD SERIES GAME #1(S)	29.7	20,830
5	WORLD SERIES GAME #4(S)	26.6	18,670
6	RESCUE-GILLIGAN'S ISLAND(S)	25.4	17,790
7	B.HOPE-SALUTE-WRLD SERIES(S)	24.5	17,200
8	AMER. LEAGUE CHAMP GM 4(S)	20.4	14,310
9	NFL MONDAY NIGHT FOOTBALL	20.2	14,190
10	NAT'L LEAGUE CHAMP GM 4(S)	19.7	13,790
11	COUNTRY MUSIC AWARDS(S)	19.2	13,470
12	WEDNESDAY MOVIE OF-WEEK#	18.6	13,010
13	MORK & MINDY	18.1	12,720
14	AMER. LEAGUE CHAMP GM 1(S)	18.1	12,660
14	BARNEY MILLER	18.1	12,660
16	M*A*S*H	17.9	12,560
17	NAT'L LEAGUE CHAMP GM 3(S)	17.9	12,520
18	CENTENNIAL#	17.3	12,160
19	BATTLESTAR: GALACTICA	17.2	12,080
20	NAT'L LEAGUE CHAMP GM 1(S)	17.1	11,960
21	WORLD SERIES PRE #3(S)	16.9	11,820
22	ABC SUNDAY NIGHT MOVIE	16.5	11,550
23	WHAT'S HAPPENING#	16.1	11,310

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
10	ERIE 12 EPILOGUE	18.5	8,580
11	NBC MONDAY NIGHT MOVIES	18.3	8,440
12	B.HOPE-SALUTE-WRLD SERIES(2)	18.2	8,410
13	ERIE 12	18.0	8,310
14	NBC MONDAY NIGHT MOVIES	18.0	8,300
15	SOAP	18.0	8,290
16	MYLAR SYNTHESIS	17.8	7,910
17	M*A*S*H	17.7	7,890
18	ERIE 12	17.7	7,880
19	COMING TO AMERICA(2)	17.6	7,820
20	NBC MONDAY NIGHT MOVIES	17.5	7,810
21	ERIE 12	17.5	7,800
22	BATTLESTAR: GALACTICA	17.3	7,580
23	ERIE 12	17.1	7,450
24	RESCUE-GILLIGAN'S ISLAND(S)	17.0	7,420
25	ERIE 12	16.9	7,300
26	WORLD SERIES GAME #5(S)	16.8	7,280
27	ERIE 12	16.8	7,280
28	ERIE 12	16.8	7,280
29	ERIE 12	16.8	7,280
30	ERIE 12	16.8	7,280
31	ERIE 12	16.8	7,280

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
24	WORLD SERIES GAME #5(S)	16.1	11,280
25	60 MINUTES	16.1	11,280
26	CBS NFL FOOTBALL GAME 1	15.9	11,140
27	WORLD SERIES PRE #1(S)	15.8	11,080
28	BARNABY JONES#	15.7	11,020
29	SOAP	15.3	10,760
30	WONDERFUL WORLD OF DISNEY	15.3	10,750
31	WONDERFUL WORLD OF DISNEY	15.3	10,750

WOMEN 18-43

WOMEN 18-43

NIELSEN AVERAGE AUDIENCE

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY#	27.0	13,060
2	MORK & MINDY	26.4	12,760
3	LAVERNE AND SHIRLEY#	25.8	12,500
4	RESCUE-GILLIGAN'S ISLAND(S)	24.5	11,850
5	HAPPY DAYS#	23.7	11,490
6	BATTLESTAR: GALACTICA	23.3	11,280
7	BARNEY MILLER	22.5	10,880
8	ABC SUNDAY NIGHT MOVIE	22.3	10,780
9	COUNTRY MUSIC AWARDS(S)	22.0	10,650
10	TAXI#	21.8	10,570
11	M*A*S*H	21.1	10,230
12	WHAT'S HAPPENING#	21.0	10,180
13	SOAP	20.8	10,080
14	WEDNESDAY MOVIE OF-WEEK#	20.4	9,890
15	FAMILY#	20.4	9,870
16	B.HOPE-SALUTE-WRLD SERIES(S)	19.9	9,640
17	NBC MONDAY NIGHT MOVIES	19.5	9,440
18	EIGHT IS ENOUGH#	19.2	9,280

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	31.2	1,350
2	WORLD SERIES GAME #3(S)	29.3	6,920
3	B.HOPE-SALUTE-WRLD SERIES(S)	28.7	6,780
4	WORLD SERIES GAME #1(S)	27.7	6,530
5	WORLD SERIES GAME #4(S)	26.8	6,330
6	GRANDPA GOES-WASHINGTON#	26.7	6,310
7	LITTLE HOUSE-PRAIRIE	25.7	6,070
8	BIG EVENT-TUE.#	25.3	5,970
9	WORLD SERIES GAME #5(S)	24.8	5,840
10	WALTONS#	22.3	5,260
11	WORLD SERIES PRE #1(S)	21.7	5,110
12	COUNTRY MUSIC AWARDS(S)	21.3	5,030
13	WORLD SERIES PRE #3(S)	21.3	5,020
14	NBC MONDAY NIGHT MOVIES	21.2	5,000
15	CENTENNIAL#	21.0	4,950
16	60 MINUTES	20.5	4,830
17	BARNABY JONES#	20.1	4,730
18	SALUTE-AMER. IMAGINATION(S)	20.0	4,710
19	ALICE	19.1	4,510
20	ALL IN THE FAMILY	13.0	4,490
21	WEDNESDAY MOVIE OF-WEEK#	18.5	4,360
22	MARY#	17.9	4,230
22	ROCKFORD FILES#	17.9	4,230
24	AMER. LEAGUE CHAMP GM 4(S)	17.5	4,130

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	31.2	1,350
2	WORLD SERIES GAME #3(S)	29.3	6,920
3	B.HOPE-SALUTE-WRLD SERIES(S)	28.7	6,780
4	WORLD SERIES GAME #1(S)	27.7	6,530
5	WORLD SERIES GAME #4(S)	26.8	6,330
6	GRANDPA GOES-WASHINGTON#	26.7	6,310
7	LITTLE HOUSE-PRAIRIE	25.7	6,070
8	BIG EVENT-TUE.#	25.3	5,970
9	WORLD SERIES GAME #5(S)	24.8	5,840
10	WALTONS#	22.3	5,260
11	WORLD SERIES PRE #1(S)	21.7	5,110
12	COUNTRY MUSIC AWARDS(S)	21.3	5,030
13	WORLD SERIES PRE #3(S)	21.3	5,020
14	NBC MONDAY NIGHT MOVIES	21.2	5,000
15	CENTENNIAL#	21.0	4,950
16	60 MINUTES	20.5	4,830
17	BARNABY JONES#	20.1	4,730
18	SALUTE-AMER. IMAGINATION(S)	20.0	4,710
19	ALICE	19.1	4,510
20	ALL IN THE FAMILY	13.0	4,490
21	WEDNESDAY MOVIE OF-WEEK#	18.5	4,360
22	MARY#	17.9	4,230
22	ROCKFORD FILES#	17.9	4,230
24	AMER. LEAGUE CHAMP GM 4(S)	17.5	4,130

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	31.2	1,350
2	WORLD SERIES GAME #3(S)	29.3	6,920
3	B.HOPE-SALUTE-WRLD SERIES(S)	28.7	6,780
4	WORLD SERIES GAME #1(S)	27.7	6,530
5	WORLD SERIES GAME #4(S)	26.8	6,330
6	GRANDPA GOES-WASHINGTON#	26.7	6,310
7	LITTLE HOUSE-PRAIRIE	25.7	6,070
8	BIG EVENT-TUE.#	25.3	5,970
9	WORLD SERIES GAME #5(S)	24.8	5,840
10	WALTONS#	22.3	5,260
11	WORLD SERIES PRE #1(S)	21.7	5,110
12	COUNTRY MUSIC AWARDS(S)	21.3	5,030
13	WORLD SERIES PRE #3(S)	21.3	5,020
14	NBC MONDAY NIGHT MOVIES	21.2	5,000
15	CENTENNIAL#	21.0	4,950
16	60 MINUTES	20.5	4,830
17	BARNABY JONES#	20.1	4,730
18	SALUTE-AMER. IMAGINATION(S)	20.0	4,710
19	ALICE	19.1	4,510
20	ALL IN THE FAMILY	13.0	4,490
21	WEDNESDAY MOVIE OF-WEEK#	18.5	4,360
22	MARY#	17.9	4,230
22	ROCKFORD FILES#	17.9	4,230
24	AMER. LEAGUE CHAMP GM 4(S)	17.5	4,130

NIELSEN AVERAGE AUDIENCE

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 15, 1978

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #5(S)	29.1	13,400
2	RESCUE-GILLIGAN'S ISLAND(S)	27.1	12,490
3	WORLD SERIES GAME #1(S)	26.4	12,150
4	WORLD SERIES GAME #2(S)	26.0	11,970
5	WORLD SERIES GAME #3(S)	25.7	11,830
6	WORLD SERIES GAME #4(S)	22.8	10,490
7	MORK & MINDY	21.4	9,870
8	BATTLESTAR: GALACTICA	21.3	9,800
9	B.HOPE-SALUTE-WRLD SERIES(S)	21.0	9,670
10	WHAT'S HAPPENING#	20.5	9,450
11	NFL MONDAY NIGHT FOOTBALL	20.4	9,400
12	BARNEY MILLER	20.3	9,360
13	ABC SUNDAY NIGHT MOVIE	20.1	9,260
14	COUNTRY MUSIC AWARDS(S)	20.1	9,240
15	WEDNESDAY MOVIE OF-WEEK#	20.0	9,220
16	M*A*S*H	18.8	8,650
17	SOAP	17.4	8,030
18	NAT'L LEAGUE CHAMP GM 4(S)	16.8	7,760
19	THREE'S COMPANY#	16.6	7,630
20	CBS NFL FOOTBALL GAME 1	16.5	7,610
21	CENTENNIAL#	15.7	7,240
22	CHIPS	15.3	7,030
23	WONDERFUL WORLD OF DISNEY	15.2	7,000
24	FANTASY ISLAND#	15.1	6,960

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #3(S)	42.4	7,850
2	WORLD SERIES GAME #2(S)	41.4	7,650
3	WORLD SERIES GAME #1(S)	39.0	7,220
4	WORLD SERIES GAME #5(S)	38.6	7,150
5	WORLD SERIES GAME #4(S)	36.5	6,750
6	AMER. LEAGUE CHAMP GM 4(S)	30.8	5,690
7	B.HOPE-SALUTE-WRLD SERIES(S)	30.0	5,550
8	WORLD SERIES PRE #3(S)	28.8	5,320
9	WORLD SERIES PRE #1(S)	27.5	5,080
10	NAT'L LEAGUE CHAMP GM 3(S)	27.3	5,050
11	NAT'L LEAGUE CHAMP GM 4(S)	25.8	4,740
12	AMER. LEAGUE CHAMP GM 1(S)	25.2	4,660
13	60 MINUTES	24.4	4,520
14	NAT'L LEAGUE CHAMP GM 1(S)	24.0	4,440
15	NAT'L LEAGUE CHAMP PRE 4(S)	23.5	4,350
16	CENTENNIAL#	21.2	3,920
17	LITTLE HOUSE-PRAIRIE	20.8	3,850
18	ALICE	20.5	3,800
19	AMER. LEAGUE CHAMP PRE 4(S)	19.9	3,680
19	WORLD SERIES PRE #2(S)	19.9	3,680
21	ALL IN THE FAMILY	19.6	3,630
21	RESCUE-GILLIGAN'S ISLAND(S)	19.6	3,630
23	NFL MONDAY NIGHT FOOTBALL	19.2	3,550
24	AMER. LEAGUE CHAMP GM 3(S)	17.9	3,310

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	AMER. LEAGUE PLAYOFF GAME(S)	17.7	3,280
26	COUNTRY MUSIC AWARDS(S)	17.7	3,270
27	KAZ	17.6	3,250
28	AMER. LEAGUE CHAMP GM 2(S)	17.4	3,220
29	MARY#	17.3	3,200
30	CHIPS	17.2	3,190
31	NAT'L LEAGUE CHAMP PRE 3(S)	17.0	3,140
32	BARNABY JONES#	16.6	3,080
33	HAWAII FIVE-O	15.7	2,910
33	WALTONS#	15.7	2,910
35	WEDNESDAY MOVIE OF-WEEK#	15.6	2,880
36	M*A*S*H	15.4	2,850
37	CBS NFL FOOTBALL GAME 1	15.3	2,830

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										1ST OCT. 1978 REPORT																							
PROGRAM NAME					WK		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Aud. %	Avg. Share %	Avg. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE WOM.	WORKING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
															TOTAL					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
															34	49	54	64	65+	34	49	54	64	65+	TOTAL FEM.		TOTAL M-11						
EVENING																																	
ABC FRIDAY NIGHT MOVIE																																	
2 FRI. 9.00P 120 ABC FF 2 187																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
ABC NEWSBRIEF-M-F																																	
1 MON. 8.58P 1 ABC N 24 183 179																																	
1 TU & W 8.14P 1 94 94																																	
1 THU. 9.58P 1																																	
1 FRI. 8.09P 1																																	
2 M & F 8.58P 1																																	
2 TU-TH 9.58P 1																																	
ABC NEWSBRIEF-SAT.																																	
1 SAT. 8.14P 1 ABC N 5 192 190																																	
2 SAT. 9.58P 1 97 95																																	
ABC NEWSBRIEF-SUN.																																	
1 SUN. 8.58P 1 ABC N 5 192 191																																	
96 96																																	
ABC SUNDAY NIGHT MOVIE																																	
1 SUN. 9.00P 120 ABC FF 4 197 197																																	
99 99																																	

2 SUN.	9.00P	115						A 20.0	29	1490	2258	727	365	833	497	711	495	47^	90	745	393	607	504	50^	79^	344	154	336	239
	9.00 - 9.30							A 20.3	30	1512	2193	701	346	810	494	696	491	37^	77^	767	401	622	518	57^	83	351	147	265	203
	9.30 - 10.00							A 21.8	34	1624	2075	698	371	810	509	710	507	33^	54^	735	384	581	502	62^	85	350	137	180	139
	10.00 - 10.30							A 21.0	36	1565	2037	686	337	784	460	668	481	49^	69^	740	387	585	513	63^	88	355	143	158	126
	10.30 - 11.00																												
ABC WORLD NEWS TONIGHT			10	187	196			A 9.3	20	693	1571	652	196	734	223	366	326	106	295	604	193	311	312	114	242	98	52^	135	73^
1	MTUTHF	6.30P	30	ABC	N	96	99	B 9.3	20	693	1571	652	196	734	223	366	326	106	295	604	193	311	312	114	242	98	52	135	73
1	WED.	6.51P	9																										
2	M-F	6.30P	30																										
ABC WRLD NEWS TONIGHT-SAT			1	114				A 2.2	4	164	1433^	488^	171^v	488^	85^v	244^v	244^v	60^v	244^v	347^v	116^v	256^v	256^v	LT	91^v	LT	LT	598^	470^
2	SAT.	6.30P	30	ABC	N	67		B 2.2	4	164	1433	488	171	488	85	244	244	60	244	347	116	256	256	LT	91	LT	LT	598	470
ABC WORLD NEWS-WED(B)			114					A 5.9	13	440	1716	521^	143^	798	443^	571	305^	69^v	160^	512^	151^	249^	213^	146^	263^	127^v	95^v	279^	61^v
1	WED.	6.30P	21	ABC	N	75																							
ALICE			4	198	193			A 20.5	30	1527	1848	797	343	855	270	456	459	114	295	615	192	320	307	111	247	160	95	218	144
1	SUN.	9.34P	30	CBS	CS	99	99	B 21.1	31	1572	1877	834	342	893	280	482	475	130	319	644	195	342	329	110	240	153	87	187	131
2	SUN.	8.40P	30																										
ALL IN THE FAMILY			4	198	193			A 19.1	28	1423	1843	782	306	857	267	431	428	138	315	621	175	280	326	109	254	131	69^	234	121
1	SUN.	9.04P	30	CBS	CS	99	99	B 20.5	31	1527	1918	834	325	915	290	480	451	148	345	658	194	328	338	111	253	142	73	203	126
2	SUN.	8.10P	30																										
AMERICAN GIRLS			4	183	187			A 11.6	20	864	1861	740	282	866	333	473	422	149	319	535	207	339	281	73^	161	193	138^	267	195
SAT.	9.00P	60	CBS	GD	99	99		B 11.4	20	849	1841	753	312	830	295	457	416	140	303	575	225	350	309	92	179	179	120	257	200
	9.00 - 9.30							A 11.7	20	872	1888	757	287	885	332	470	423	157	340	542	223	349	281	70^	159	205	152	256	185
	9.30 - 10.00							A 11.5	19	857	1825	719	275	841	332	474	419	141^	298	528	194	331	281	73^	163	181	125^	275	204
AMER. LEAGUE CHAMP PRE 1(S)			201					A 16.1	30	1199	1630	612	158^	641	261	383	336	91^	186^	678	235	426	408	81^	200^	145^	46^v	166^	91^
1	TUE.	8.00P	15	ABC	SC	99																							

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME													WK		T/V THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.												
EVENING CONT'D																																						
CBS TUESDAY NIGHT -CONT'D																																						
1	TUE.	9.00P		120	CBS FF	98	98	B	17.7	28	1319	1767	717	295	815	341	537	474	99	200	646	288	422	378	95	155	202	96	104	86								
2	TUE.	9.00P		143				A	16.5	24	1229	1823	769	337	866	429	626	512	88	175	516	212	328	294	69	133	281	166	160	125								
		9.00 - 9.30						A	18.5	27	1378	1803	741	324	840	407	616	514	79	164	494	201	316	286	85	126	305	174	164	135								
		9.30 - 10.00						A	20.1	30	1497	1783	711	311	835	396	606	510	82	164	499	225	337	303	59	112	312	168	137	110								
		10.00 - 10.30						A	19.5	31	1453	1813	734	312	874	430	649	520	80	161	519	256	370	306	60	107	290	156	130	105								
		10.30 - 11.00						A	12.5	23	931	1556	796	275	913	362	574	482	127	251	498	215	300	285	68	129	85	160	30	32								
CBS WEDNESDAY NIGHT MOVIE																																						
2	WED.	9.00P		114	CBS FF	98	98	B	14.8	24	1103	1767	748	328	808	361	577	481	102	159	435	227	316	256	28	101	410	203	122	94								
		9.00 - 9.30						A	16.2	24	1207	1735	750	332	812	384	634	505	68	128	571	276	382	327	94	142	281	129	107	68								
		9.30 - 10.00						A	17.8	26	1326	1807	770	308	815	400	640	511	71	123	400	215	289	207	15	93	334	165	189	135								
		10.00 - 10.30						A	19.8	30	1475	1751	748	289	792	372	617	517	77	126	415	208	305	240	26	94	391	179	186	157								
		10.30 - 11.00						A	19.3	30	1438	1810	771	268	815	388	645	528	74	129	465	255	342	298	35	105	467	241	56	40								
CENTENNIAL																																						
1	SUN.	8.00P		120	NBC GD	99	99	A	22.6	34	1684	1859	815	280	894	290	546	496	140	294	723	273	431	390	121	233	109	62	133	85								
		8.00 - 8.30						B	23.1	36	1721	1814	746	260	838	261	488	463	145	281	744	267	447	435	138	238	91	44	141	103								
		8.30 - 9.00						A	20.8	33	1550	1979	838	302	922	277	548	504	153	323	723	254	414	368	123	256	121	74	213	122								
		9.00 - 9.30						A	22.8	35	1699	1865	792	266	881	265	526	479	133	299	722	254	420	382	125	244	115	71	147	91								
		9.30 - 10.00						A	23.0	34	1714	1806	811	279	891	300	556	498	140	283	705	273	427	394	122	221	102	54	94	66								
CHARLIE'S ANGELS																																						
						4	199	A	21.0	31	1565	1802	711	259	887	315	559	499	137	274	739	307	457	410	119	217	94	47	86	65								
													789	330	530	461	119	195	535	210	338	263	108	157	230	116	248	162										
2 WED. 9.00P 60 ABC PD 99													B 28.3 45 2108	1884	770	300	847	365	561	469	113	222	599	241	369	309	119	185	235	129	203	162						
9.00 - 9.30													A 20.4 30 1520	1797	716	248	776	340	514	438	123	194	518	203	318	251	103	159	238	119	265	183						
9.30 - 10.00													A 21.6 31 1609	1799	704	266	797	320	542	481	117	194	548	215	354	276	113	154	224	112	230	142						
CHIPS																																						
SAT. 8.00P 60 NBC OP 99 96													A 21.6 39 1609	2207	701	239	783	282	478	395	104	252	702	269	437	375	104	199	244	129	478	350						
8.00 - 8.30													B 19.3 36 1438	2237	703	237	774	269	465	418	105	246	698	253	441	400	107	190	262	110	503	366						
8.30 - 9.00													A 20.6 38 1535	2182	701	237	787	283	475	393	105	257	703	273	437	380	104	196	232	112	460	331						
													A 22.5 39 1676	2238	704	243	786	287	484	399	103	246	703	266	439	374	105	202	253	141	496	369						
COUNTRY MUSIC AWARDS(S)																																						
2 MON. 9.30P 90 CBS AC 99													A 25.3 39 1885	1910	820	370	892	315	566	480	131	265	714	313	491	397	88	174	140	71	164	97						
9.30 - 10.00													A 24.7 37 1840	1998	808	355	882	304	536	450	124	278	716	310	482	388	88	176	153	74	247	169						
10.00 - 10.30													A 25.7 39 1915	1931	835	383	906	326	573	490	141	271	711	317	491	402	89	172	139	74	175	90						
10.30 - 11.00													A 25.4 41 1892	1812	822	373	893	315	587	500	134	254	718	314	499	408	83	172	129	66	72	34						
DALLAS																																						
SAT. 10.00P 60 CBS GD 99 99													A 13.6 24 1013	1743	811	316	895	376	526	458	148	282	513	194	344	296	68	140	172	109	163	113						
10.00 - 10.30													B 13.1 24 976	1709	759	311	829	320	469	432	142	282	577	222	364	324	100	183	134	84	169	140						
10.30 - 11.00													A 13.5 24 1006	1743	780	309	875	367	510	451	150	278	508	187	338	294	72	142	171	109	189	135						
													A 13.8 25 1028	1721	833	316	905	379	535	459	147	286	508	193	344	296	64	135	173	109	135	91						
DALLAS(S)																																						
2 SUN. 9.10P 60 CBS GD 99													A 16.1 23 1199	1714	784	369	814	255	437	485	121	250	576	204	353	317	108	185	167	107	157	147						
9.00 - 9.30													A 15.7 22 1170	1744	774	365	809	251	413	500	124	255	572	194	337	328	120	193	187	121	176	160						
9.30 - 10.00													A 16.3 23 1214	1732	787	378	812	252	431	476	120	253	587	223	369	324	105	180	169	110	164	157						
CLARK'S LIVE WEDNSDY																																						
1 WED. 8.00P 60 NBC GV 98													A 20.2 33 1505	1993	818	410	899	415	582	435	149	257	586	267	390	303	70	148	222	124	286	217						
8.00 - 8.30													B 17.8 30 1326	2021	732	333	831	386	550	425	115	220	629	297	455	361	69	138	214	95	347	260						
8.30 - 9.00													A 18.7 32 1393	1966	817	436	905	415	580	421	167	258	588	260	374	305	67	153	200	122	273	216						
													A 21.7 35 1617	2007	819	388	893	413	582	445	135	257	584	271	404	301	72	144	235	123	295	216						

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)											1ST OCT. 1978 REPORT																																																																												
PROGRAM NAME		WK	DAY	START TIME	DUR	NET	TYPE	T/S SEASON	NO. OF STATIONS	PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																										
K	E										Avg. Share %	Avg. Aud. (0.000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TOTAL PERSONS (2+)					LADY WORKING HOUSE WOM.					TOTAL					TEENS (12-17)					CHILDREN (2-11)																																																	
													TOTAL					18-34					18-49					25-54					35-54					55+					TOTAL					18-34					18-49					25-54					35-54					55+					TOTAL FEM.					TOTAL M.					TOTAL 6-11				
EVENING CONT'D																																																																																							
DONNY AND MARIE																																																																																							
2 FRI. 8.00P 60 ABC GV 3 193																																																																																							
8.00 - 8.30																																																																																							
8.30 - 9.00																																																																																							
EDDIE CAPRA MYSTERIES																																																																																							
1 FRI. 10.00P 60 NBC SM 3 202																																																																																							
10.00 - 10.30																																																																																							
10.30 - 11.00																																																																																							
EIGHT IS ENOUGH																																																																																							
2 WED. 8.00P 60 ABC CS 5 194																																																																																							
8.00 - 8.30																																																																																							
8.30 - 9.00																																																																																							
FAMILY																																																																																							
2 THU. 10.00P 60 ABC GD 3 197																																																																																							
10.00 - 10.30																																																																																							
10.30 - 11.00																																																																																							
FANTASY ISLAND																																																																																							
2 SAT. 10.00P 60 ABC A 4 197																																																																																							
10.00 - 10.30																																																																																							
10.30 - 11.00																																																																																							
FLYING HIGH																																																																																							
FRI. 10.00P 60 CBS CS 3 178 176																																																																																							
10.00 - 10.30																																																																																							
10.30 - 11.00																																																																																							
GOOD TIMES																																																																																							
SAT. 8.30P 30 CBS CS 5 183 185																																																																																							
SAT. 8.30P 30 CBS CS 99 98																																																																																							
GRANDPA GOES-WASHINGTON																																																																																							
1 TUE. 8.00P 60 NBC GD 3 202																																																																																							
8.00 - 8.30																																																																																							
8.30 - 9.00																																																																																							
HAPPY DAYS																																																																																							
2 TUE. 8.00P 30 ABC CS 4 200																																																																																							
2 TUE. 8.00P 30 ABC CS 99																																																																																							
HAPPY DAYS (B)																																																																																							
1 THU. 8.00P 30 ABC CS 3 199																																																																																							
HARDY BOYS MYSTERIES																																																																																							
SUN. 7.00P 60 ABC SM 3 189 189																																																																																							
7.00 - 7.30																																																																																							
7.30 - 8.00																																																																																							
HAWAII FIVE-O																																																																																							
1 THU. 10.00P 60 CBS OP 3 190 189																																																																																							
2 THU. 9.00P 60 99 97																																																																																							
9.00 - 9.30																																																																																							
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10.00 - 10.30																																																																																							
10.30 - 11.00																																																																																							

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PROGRAM NAME													T/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL	18-34	18-49	25-34	35-44	45-54	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																						
IN THE BEGINNING																			1746	791	308	873	325	585	487	131	239	442	150	234	225	87	161	168	79	263	160	
WED. 8.30P 30 CBS CS 4 187 184																			1759	748	276	825	269	507	436	134	271	520	153	255	264	100	200	166	67	248	135	
INCREDIBLE HULK																			2254	721	263	789	354	552	496	90	167	590	284	448	341	79	121	226	75	649	466	
FRI. 9.00P 60 CBS SF 4 193 189																			2155	735	284	791	349	548	494	92	174	604	280	440	347	88	134	235	95	525	371	
9.00 - 9.30																			2245	711	252	782	351	555	491	88	160	584	290	445	332	76	119	224	72	655	474	
9.30 - 10.00																			2254	725	269	793	356	552	502	90	169	593	280	451	350	79	119	226	75	642	462	
JEFFERSONS																			1817	776	262	864	321	537	435	136	279	438	151	222	187	78	184	214	70	301	165	
WED. 8.00P 30 CBS CS 4 187 181																			1848	780	272	852	281	507	432	128	294	536	166	266	231	105	222	178	63	282	155	
KAZ																			1609	794	300	835	280	488	476	103	254	613	177	333	304	109	241	100	58	61	33	
1 SUN. 10.04P 60 CBS GD 5 196 196																			1664	791	300	844	260	490	477	132	275	652	196	366	349	112	233	115	65	53	39	
2 SUN. 10.10P 60																																						
10.00 - 10.30																			1650	828	306	868	299	515	500	99	257	607	175	332	310	109	236	96	53	79	36	
10.30 - 11.00																			1582	788	301	831	275	479	475	103	255	603	166	318	290	112	247	95	59	53	31	
LAVERNE AND SHIRLEY																			2105	763	299	821	476	657	537	74	118	482	246	364	267	64	87	327	169	475	338	
2 TUE. 8.30P 30 ABC CS 4 206 99																			2152	723	313	813	424	607	480	78	155	544	269	394	325	60	107	309	173	486	324	
LIFELINE																			1803	814	292	876	292	543	499	126	254	734	280	471	447	110	184	125	67	68	36	
1 SUN. 10.00P 60 NBC GD 2 198 200																			1803	814	292	876	292	543	499	126	254	734	280	471	447	110	184	125	67	68	36	
2 SUN. 10.30P 60																																						
10.00 - 10.30																			1861	842	286	921	285	523	501	132	299	701	292	448	408	108	176	146	73	93	59	
10.30 - 11.00																																						
11.00 - 11.30																			A 16.5 28 1229	1768	800	292	861	272	525	491	128	253	719	243	445	435	117	193	123	57	65	35
																			A 18.2 36 1356	1791	812	294	861	331	587	512	120	215	777	327	533	503	95	167	98	74	55	16
LITTLE HOUSE-PRAIRIE																			2182	794	278	923	321	497	477	105	341	570	166	297	288	87	216	247	136	442	294	
MON. 8.00P 60 NBC GD 5 218 217																			2070	800	264	921	319	501	472	117	337	524	159	282	279	89	187	218	127	407	279	
8.00 - 8.30																			2203	819	267	943	329	507	485	103	354	566	163	297	284	84	218	243	130	451	301	
8.30 - 9.00																			2161	774	285	905	313	488	471	106	328	566	166	296	289	89	212	254	141	436	285	
LOU GRANT																			1560	775	267	816	328	537	443	72	198	583	201	330	346	92	162	113	69	48	42	
1 MON. 10.00P 60 CBS GD 2 189 99																			1683	821	301	887	389	586	458	103	222	587	232	351	350	93	165	154	81	55	37	
10.00 - 10.30																			1570	787	274	824	340	552	449	69	196	581	185	317	327	89	174	109	70	56	43	
10.30 - 11.00																			1552	766	259	808	313	521	437	73	200	590	219	344	365	96	154	116	69	38	38	
LOVE BOAT																			1764	801	260	889	286	520	515	156	309	510	136	318	303	69	161	124	78	241	151	
2 SAT. 9.00P 60 ABC CS 4 199 99																			1954	758	272	827	315	504	469	122	249	564	207	342	324	90	178	190	106	373	259	
9.00 - 9.30																			1767	802	249	891	276	509	512	154	320	500	125	311	297	67	163	108	62	268	174	
9.30 - 10.00																			1745	799	269	883	295	529	516	156	295	513	143	321	311	66	155	135	91	214	127	
MARY																			1850	747	364	881	296	417	400	151	366	590	178	257	246	91	277	146	89	233	136	
1 SUN. 8.04P 60 CBS CV 3 193 99																			1831	788	324	889	263	434	412	145	373	635	183	292	282	110	277	130	76	177	95	
8.00 - 8.30																			1827	722	376	867	286	389	372	159	380	604	184	263	245	95	277	146	96	210	133	
8.30 - 9.00																			1864	756	366	883	300	430	417	149	354	567	165	243	237	84	274	159	92	255	147	
M*A*S*H																			2028	750	316	833	355	570	471	101	196	699	346	480	410	93	160	194	100	302	206	
1 MON. 9.00P 30 CBS CS 4 195 193																			1952	777	329	859	369	570	464	114	221	639	303	426	363	90	161	209	102	245	171	
2 MON. 8.30P 60																																						
8.30 - 9.00																			2158	721	314	811	349	559	486	110	179	730	380	525	418	93	156	225	98	392	271	
9.00 - 9.30																			1972	761	315	840	357	572	463	97	201	686	333	463	407	92	159	182	101	264	179	
MORK & MINDY																			2323	717	310	773	430	609	484	44	99	606	325	472	377	51	83	375	205	569	418	
CONT'D																																						

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PROGRAM NAME		WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION												TEENS (12-17)	CHILDREN (2-11)									
											Avg. Aud. Share %	Avg. Aud. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-34	35-44	45-54	55+	TOTAL	18-34	WOMEN 18-49	25-34	35-44	45-54	55+	TOTAL FEM.	CHILDREN (2-11)					
EVENING CONT'D																																			
MORK & MINDY-CONT'D																																			
1 THU.	8.30P	30	ABC CS	99	99					B	26.4	45	1987	2193	673	295	736	396	581	462	55	103	581	311	456	366	46	81	339	183	537	388			
2 THU.	8.00P	30																																	
NAT'L LEAGUE CHAMP PRE 1(S)										A	13.8	25	1028	1800	498	137	578	185	282	257	72	211	770	214	383	419	108	270	200	87	252	156			
1 WED.	8.00P	15	ABC SC	99																															
NAT'L LEAGUE CHAMP GM 1(S)										A	19.9	32	1483	1691	519	151	571	150	308	273	71	197	807	212	388	443	138	299	163	48	150	125			
1 WED.	8.15P	180	ABC SE	99																															
8.30 - 9.00										A	18.8	32	1401	1804	500	146	582	148	303	269	61	200	778	204	368	393	136	307	183	55	261	205			
9.00 - 9.30										A	20.9	33	1557	1762	560	155	602	155	322	292	79	213	824	215	384	435	132	322	174	59	162	137			
9.30 - 10.00										A	21.8	34	1624	1716	539	154	582	175	338	297	67	178	800	223	376	436	130	295	151	55	183	159			
10.00 - 10.30										A	21.4	33	1594	1573	472	154	511	121	285	258	62	170	833	195	398	490	155	302	145	35	84	69			
10.30 - 11.00										A	20.1	32	1497	1591	516	147	560	140	289	258	71	208	808	200	395	469	153	294	166	34	57	57			
NAT'L LEAGUE CHAMP PRE 3(S)										A	13.8	28	1028	1741	544	141	635	190	304	294	115	261	801	171	338	465	114	306	121	46	184	102			
1 FRI.	8.00P	12	ABC SC	99																															
NAT'L LEAGUE CHAMP GM 3(S)										A	20.2	36	1505	1629	556	151	614	179	305	319	114	228	833	210	365	448	150	336	77	28	105	78			
1 FRI.	8.12P	160	ABC SE	99																															
8.30 - 9.00										A	18.1	33	1348	1684	543	130	618	177	292	310	116	239	823	205	360	453	148	333	95	44	148	106			
9.00 - 9.30										A	20.5	36	1527	1626	556	141	618	197	299	322	111	228	825	205	365	438	144	343	78	30	105	84			
9.30 - 10.00										A	21.0	36	1565	1628	579	141	623	195	314	340	110	226	850	232	370	437	153	351	69	27	86	65			
10.00 - 10.30										A	22.4	39	1669	1610	560	157	610	164	301	314	124	230	845	209	364	452	159	335	67	20	88	59			

10.30 - 11.00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEEN (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	18-54	55-64	55+	TOTAL	18-34	18-49	18-54	55-64	55+	TOTAL FEM	TOTAL M					
EVENING CONT'D																																
THREE'S COMPANY (B)														A 30.8 48 2295	2115	711	295	783	381	563	459	50^133	617	290	414	334	68^133	328	182	387	336	
1 THU. 9.00P 30 ABC CS 194 99																																
VEGAS														A 15.5 24 1155	1784	793	284	908	330	601	573	103^201^	492	187^	321	227	94^144^	156^ 70^	228	165^		
2 WED. 10.00P 60 ABC PD 3 195 98														B 20.8 33 1550	1753	790	330	894	373	589	523	110 221	582	234	359	277	114 185	157 85	120 94			
10.00 - 10.30														A 16.2 24 1207	1748	749	284	865	309	563	536	104^205	481	184^	313	215	96^147^	163^ 69^	239	169^		
10.30 - 11.00														A 14.8 23 1103	1812	839	281	951	354	640	607	107^199^	500	190^	328	237	89^140^	146^ 71^	215^ 161^			
W.E.B.														A 9.6 17 715	1524	742	276^	791	203^	529	500	87^224^	454	157^	282^326^	79^128^	109^ 37^	170^ 140^				
1 THU. 10.00P 54 NBC GD 4 197 99														B 10.1 18 752	1537	685	263	746	234	454	449	112 232	583	216	363	322	104 175	101 40	107 82			
10.00 - 10.30														A 9.9 17 738	1543	744	296^	797	200^	534	501	86^228^	441	146^	268^316^	74^125^	128^ 44^	177^ 145^				
10.30 - 11.00														A 9.2 17 685	1495	738	247^	779	205^	522	495	88^218^	468	169^	297^337^	87^131^	86^ 30^	162^ 133^				
WALTONS														A 15.8 27 1177	1724	788	256	914	238	414	362	172^447	486	136^	210	210	95^248	102^ 61^	222	118^		
2 THU. 8.00P 60 CBS GD 3 198 98														B 19.4 32 1445	1793	832	270	940	237	402	372	179 464	547	163	231	230	140 276	104 52	202 107			
8.00 - 8.30														A 14.6 25 1088	1743	798	249	936	260	431	378	168^455	488	125^	205^218^	98^260	88^ 63^	231 122^				
8.30 - 9.00														A 16.9 28 1259	1713	780	260	896	218	398	351	180^442	484	145^	212	207	93^238	119^ 60^	214 116^			
WAVERLY WONDERS														A 12.8 24 954	1852	675	297	760	232^	425	358	148^289	528	187^	337	264	84^191^	242^163^	322	274		
1 FRI. 8.00P 30 NBC CS 3 194 96														B 11.9 23 887	1874	751	288	828	253	444	418	148 311	524	144	290	264	88 206	196 115	326 247			
WEDNESDAY MOVIE OF-WEEK														A 26.1 41 1944	1948	742	289	816	329	508	454	100^224	668	292	473	395	84^148	254 133	210 146			
1 WED. 9.00P 120 NBC FF 3 199 99														B 21.6 34 1609	1859	742	272	812	331	521	465	102 213	656	274	441	386	90 156	207 99	184 133			
9.00 - 9.30														A 24.0 38 1788	2032	771	320	849	347	536	473	108^232	636	289	453	360	83^144	263 137	284 188			
9.30 - 10.00														A 26.1 40 1944	1994	754	292	826	327	517	466	100^222	680	295	475	399	85^153	237 130	251 175			
10.00 - 10.30														A 27.0 42 2012	1916	723	274	798	330	499	429	98^217	686	299	496	416	79^144	266 138	166 120^			
10.30 - 11.00														A 27.2 44 2026	1863	733	274	801	322	488	449	95^228	674	290	469	403	85^154	243 122	145 106^			
WEEKEND(S)														A 8.6 15 641	1549	562	209^	562	158^	352^424	86^138^	804	273^	569	455	186^223^	140^ 81^	43^ 43^				
2 THU. 10.00P 60 NBC DN 199 99														A 9.3 16 693	1557	541	185^	541	156^	355	416	76^125^	809	280^	595	453	161^207^	165^ 95^	42^ 42^			
10.00 - 10.30														A 7.9 15 589	1525	587	238^	587	159^	349^435	94^152^	790	258^	533	453	215^242^	107^ 63^	41^ 41^				
10.30 - 11.00																																
WELCOME BACK, KOTTER														A 15.4 26 1147	1931	664	272	779	356	553	408	100^172	514	276	409	303	60^ 93^	214 112	424 330			
MON. 8.00P 30 ABC CS 4 197 190 97 96														B 16.4 28 1222	2042	697	292	766	368	548	425	92 169	592	298	432	310	78 127	258 139	426 318			
WHAT'S HAPPENING														A 24.0 40 1788	2110	658	305	713	405	570	431	55^103^	631	380	527	413	43^ 62^	309 165	457 331			
2 THU. 8.30P 30 ABC CS 3 196 98														B 23.9 39 1781	2169	694	297	755	403	590	462	63 117	635	360	514	397	41 82	304 161	475 347			
WHO'S WATCHING THE KIDS														A 12.5 22 931	1865	602	213^	677	183^	364	333	140^293	554	222^	368	252^	78^186^	250^170^	384 356			
1 FRI. 8.30P 30 NBC CS 3 177 90														B 11.2 20 834	1863	702	260	801	226	418	404	159 326	514	157	306	277	77 179	211 125	337 294			
WKRP IN CINCINNATI														A 16.4 27 1222	1850	623	281	694	303	474	389	78^174	673	312	434	366	84^187	204 93^	279 164			
MON. 8.00P 30 CBS CS 4 197 198 99 99														B 17.1 28 1274	1891	688	329	769	349	535	416	89 187	653	284	441	378	78 171	209 86	260 158			
WONDER WOMAN														A 16.2 28 1207	2068	712	271	796	333	486	404	118 246	544	224	358	292	95^167	108 34^	620 392			
FRI. 8.00P 60 CBS SF 4 185 187 98 98														B 15.7 29 1170	2126	697	270	787	325	491	421	119 234	602	255	387	319	109 183	172 75	565 342			
8.00 - 8.30														A 15.0 27 1118	2004	696	261	785	320	458	375	124 264	523	207	329	269	96^174	103^ 31^	593 372			
8.30 - 9.00														A 17.4 30 1296	2115	725	276	806	343	508	427	110 228	557	237	381	315	91^157	110 34^	642 406			
WONDERFUL WORLD OF DISNEY														A 19.0 32 1416	2177	675	220	734	251	453	396	133 240	760	313	494	455	87 181	194 70^	489 330			
1 SUN. 7.00P 60 NBC FV 5 212 209 99 99														B 17.8 30 1326	2299	690	239	761	290	487	432	99 219	697	297	456	411	78 168	246 111	595 383			
2 SUN. 7.42P 48																																
7.00 - 7.30														A 12.5 23 931	2186	661	108^	711	256^	462	422	111^223^	739	359	536	459	67^148^	181^ 81^	555 369			
7.30 - 8.00														A 15.0 25 1118	2267	706	127^	728	288	470	443	122^217^	723	358	517	474	66^136^	227 93^	589 405			
8.00 - 8.30														A 27.3 42 2034	2145	693	300	759	231	454	386	141 255	770	273	466	453	98^203	170 48^	446 298			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

[illegible]

KEY A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)				
NAME	LT	NO. OF	AGE	SEX
1. ABC				
2. DEF				
3. GHI				
4. JKL				
5. MNO				
6. PQR				
7. STU				
8. VWX				
9. YZA				

1ST OCT. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)															1ST OCT. 1978 REPORT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
PROGRAM NAME					WK		T/C		DO OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG	AVG	TOTAL	LADY	WOMEN	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
												PERSONS OF (2+)	HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17)	CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

PROGRAM NAME										WK 1		WK 2		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK	DAY	START TIME	DUR	NET	T/C	WK 1	WK 2	KEY	AUG	SHARE	AUD	TOTAL PERSONS	LADY WORK-ING	VIEWERS PER 1000	VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES	TEENS	CHILDREN																	
																		18-34	18-49	50-64	65+	TOTAL	18-34	18-49	50-64	65+	TOTAL	12-17	2-11					
WEEKDAY DAYTIME CONT'D																																		
ANOTHER WORLD-CONT'D																																		
3.00 - 3.30																																		
3.30 - 4.00																																		
AS THE WORLD TURNS																																		
M-F 1.30P 60 CBS DD 10 193 196																																		
1.30 - 2.00																																		
2.00 - 2.30																																		
CAPTAIN KANGAROO																																		
M-F 8.00A 60 CBS C 10 184 185																																		
8.00 - 8.30																																		
8.30 - 9.00																																		
CARD SHARKS																																		
M-F 10.00A 30 NBC QG 10 146 145																																		
8.5 84																																		
CBS MID-DAY NEWS-EDWARDS																																		
1 MTUHF 11.54A 6 CBS N 9 162 160																																		
2 M-F 11.54A 6																																		
CBS MORNING NEWS																																		
M-F 7.15A 45 CBS N 10 176 176																																		
7.30 - 8.00																																		
DAYS OF OUR LIVES																																		
M-F 1.30P 60 NBC DD 10 205 208																																		
1.30 - 2.00																																		
2.00 - 2.30																																		
DOCTORS																																		
M-F 2.30P 30 NBC DD 10 199 200																																		
97 97																																		
EDGE OF NIGHT																																		
1 MON. 2.00P 30 ABC DD 6 150 165																																		
1 TUE. 4.00P 30																																		
2 MWTHF 4.00P 30																																		
FAMILY FEUD																																		
1 MTUHF 11.30A 30 ABC QP 9 180 187																																		
2 M-F 11.30A 30																																		
GENERAL HOSPITAL																																		
1 TUE. 3.00P 60 ABC DD 6 190 192																																		
2 M-F 3.00P 60																																		
3.00 - 3.30																																		
3.30 - 4.00																																		
GOOD MORNING, AMERICA-730																																		
M-F 7.30A 30 ABC N 10 186 188																																		
98 98																																		
GOOD MORNING, AMERICA-830																																		
M-F 8.30A 30 ABC N 10 185 189																																		
96 97																																		
GUIDING LIGHT																																		
M-F 2.30P 60 CBS DD 10 185 188																																		
99 99																																		
CONT'D																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		HOUSEHOLDS		AUDIENCE COMPOSITION													
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K	E	Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
															WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	34	49	54	56	64	65	TOTAL	34	49	54	56	64	65	TOTAL	FEM	TOTAL	6-11	
WEEKDAY DAYTIME CONT'D																																	
GUIDING LIGHT-CONT'D																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
HAPPY DAYS M-F																																	
1 MTUHF 11.00A 30 ABC CS 9 162 171																																	
2 M-F 11.00A 30 82 97																																	
HIGH ROLLERS																																	
1 MTUHF 11.00A 30 NBC QG 9 190 191																																	
2 M-F 11.00A 30 97 97																																	
HOLLYWOOD SQUARES(B)																																	
2 TUE. 1.00P 30 NBC QP 73 50																																	
HOLLYWOOD SQUARES																																	
1 M-F 1.00P 30 NBC QP 9 138 139																																	
2 MTUHF 1.00P 30 75 78																																	
JEOPARDY																																	
M-F 10.30A 30 NBC QG 10 170 171																																	
LOVE OF LIFE																																	
1 MTUHF 11.30A 24 CBS DD 9 180 181																																	
2 M-F 11.30A 24 94 94																																	
MAGAZINE(S)																																	
1 MON. 10.30A 60 CBS DN 180 96																																	
10.30 - 11.00																																	
11.00 - 11.30																																	
M*A*S*H M-F																																	
M-F 3.30P 30 CBS CS 10 177 182																																	
MATCH GAME '78																																	
1 M-F 4.00P 30 CBS QP 9 136 139																																	
2 MTUHF 4.00P 30 73 74																																	
NAT'L LEAGUE CHAMP PRE 2(S)																																	
1 THU. 2.00P 14 ABC SC 199																																	
NAT'L LEAGUE CHAMP GM 2(S)																																	
1 THU. 2.14P 148 ABC SE 201																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
ONE LIFE TO LIVE																																	
1 TUWF 2.00P 60 ABC DD 8 192 195																																	
2 M-F 2.00P 60 98 99																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
PRICE IS RIGHT 1																																	
1 TU-F 10.30A 30 CBS AP 9 174 176																																	
2 M-F 10.30A 30 91 91																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										WK		T/S		NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																					
WEEKDAY DAYTIME CONT'D										WK 1		WK 2		WK 3		WK 4		WK 5		WK 6		WK 7		WK 8		WK 9		WK 10		WK 11		WK 12		WK 13		WK 14		WK 15		WK 16		WK 17		WK 18		WK 19		WK 20		WK 21		WK 22		WK 23		WK 24		WK 25		WK 26		WK 27		WK 28		WK 29		WK 30		WK 31		WK 32		WK 33		WK 34		WK 35		WK 36		WK 37		WK 38		WK 39		WK 40		WK 41		WK 42		WK 43		WK 44		WK 45		WK 46		WK 47		WK 48		WK 49		WK 50		WK 51		WK 52		WK 53		WK 54		WK 55		WK 56		WK 57		WK 58		WK 59		WK 60		WK 61		WK 62		WK 63		WK 64		WK 65		WK 66		WK 67		WK 68		WK 69		WK 70		WK 71		WK 72		WK 73		WK 74		WK 75		WK 76		WK 77		WK 78		WK 79		WK 80		WK 81		WK 82		WK 83		WK 84		WK 85		WK 86		WK 87		WK 88		WK 89		WK 90		WK 91		WK 92		WK 93		WK 94		WK 95		WK 96		WK 97		WK 98		WK 99		WK 100	
PRICE IS RIGHT 2										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100	
1 TU										2 M-F		3 M-F		4 M-F		5 M-F		6 M-F		7 M-F		8 M-F		9 M-F		10 M-F		11 M-F		12 M-F		13 M-F		14 M-F		15 M-F		16 M-F		17 M-F		18 M-F		19 M-F		20 M-F		21 M-F		22 M-F		23 M-F		24 M-F		25 M-F		26 M-F		27 M-F		28 M-F		29 M-F		30 M-F		31 M-F		32 M-F		33 M-F		34 M-F		35 M-F		36 M-F		37 M-F		38 M-F		39 M-F		40 M-F		41 M-F		42 M-F		43 M-F		44 M-F		45 M-F		46 M-F		47 M-F		48 M-F		49 M-F		50 M-F		51 M-F		52 M-F		53 M-F		54 M-F		55 M-F		56 M-F		57 M-F		58 M-F		59 M-F		60 M-F		61 M-F		62 M-F		63 M-F		64 M-F		65 M-F		66 M-F		67 M-F		68 M-F		69 M-F		70 M-F		71 M-F		72 M-F		73 M-F		74 M-F		75 M-F		76 M-F		77 M-F		78 M-F		79 M-F		80 M-F		81 M-F		82 M-F		83 M-F		84 M-F		85 M-F		86 M-F		87 M-F		88 M-F		89 M-F		90 M-F		91 M-F		92 M-F		93 M-F		94 M-F		95 M-F		96 M-F		97 M-F		98 M-F		99 M-F		100 M-F			
RYAN'S HOPE										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100	
SEARCH FOR TOMORROW										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100	
TODAY SHOW-7.30AM										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100	
TODAY SHOW-8.30AM										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100	
\$20,000 PYRAMID										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100	
WHEEL OF FORTUNE										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100	
YOUNG AND THE RESTLESS										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50		51		52		53		54		55		56		57		58		59		60		61		62		63		64		65		66		67		68		69		70		71		72		73		74		75		76		77		78		79		80		81		82		83		84		85		86		87		88		89		90		91		92		93		94		95		96		97		98		99		100	
ABC WEEKEND SPECIALS										1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		37		38		39		40		41		42		43		44		45		46		47		48		49		50																																																																																																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM INFORMATION										AUDIENCE COMPOSITION																									
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AUD. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL									
WEEKEND DAYTIME CONT'D																																			
BUGS BUNNY/ROAD RUNNER 1 SAT. 9.00A 30 CBS CA 4 191 189 99 99													A	7.8	36	581	1654	257	71	275	189	227	144	10	40	192	94	137	123	LT	28	144	91	1043	645
													B	7.7	35	574	1712	271	63	293	152	214	123	31	67	224	125	169	138	LT	24	192	69	1003	587
BUGS BUNNY/ROAD RUNNER 2 SAT. 9.30A 30 CBS CA 4 191 189 99 99													A	9.8	40	730	1793	328	102	350	203	311	194	LT	32	236	152	215	131	LT	LT	214	113	993	618
													B	9.7	39	723	1661	309	84	335	181	257	153	24	59	238	154	206	134	LT	9	197	92	891	536
BUGS BUNNY/ROAD RUNNER 3 SAT. 10.00A 30 CBS CA 4 191 188 99 99													A	10.8	42	805	1846	309	150	382	225	349	250	LT	20	265	171	217	189	LT	LT	241	104	958	557
													B	10.2	40	760	1657	262	105	342	186	275	184	15	42	245	151	202	164	10	16	225	73	845	510
CBS NFL FOOTBALL PRE GAME SUN. 12.30P 30 CBS SC 4 192 195 99 99													A	7.1	28	529	1567	401	257	456	191	312	286	66	102	895	428	687	628	107	157	127	41	89	54
													B	6.7	27	499	1449	380	197	426	141	273	283	53	108	795	375	591	539	88	155	114	22	114	95
CBS NFL FOOTBALL GAME 1 1 SUN. 1.00P 180 CBS SE 4 206 203 99 99													A	15.6	43	1162	1634	373	148	430	190	272	212	70	129	958	422	654	565	133	244	121	28	125	76
													B	14.3	42	1065	1572	380	143	423	153	263	236	60	129	926	393	616	547	123	239	115	27	108	70
1.00 - 1.30													A	11.9	40	887	1665	349	160	426	193	277	208	68	121	984	437	688	622	128	229	132	27	123	78
1.30 - 2.00													A	15.5	46	1155	1700	358	162	423	187	266	204	71	126	1013	467	703	609	124	248	132	23	132	98
2.00 - 2.30													A	15.8	43	1177	1651	355	157	406	182	255	203	72	123	985	426	670	573	142	259	105	20	155	97
2.30 - 3.00													A	15.3	41	1140	1662	374	160	435	193	272	203	73	136	958	432	662	546	138	246	137	39	132	74
3.00 - 3.30													A	16.9	43	1259	1585	389	121	435	197	281	222	68	130	921	414	623	534	128	236	112	27	117	61
3.30 - 4.00													A	20.7	53	1542	1603	435	144	490	208	306	272	64	139	923	329	577	545	138	264	110	39	80	38
CBS NFL FOOTBALL GAME 2 1 SUN. 4.00P 184 CBS SE 3 190 181 77 89													A	9.7	20	723	1541	435	187	462	172	303	237	74	140	877	310	514	509	121	269	119	67	83	60
													B	10.9	24	812	1540	416	156	452	153	281	245	71	136	893	331	550	520	139	262	109	51	86	56
2 SUN. 4.00P 190																																			
4.00 - 4.30													A	8.1	19	603	1539	383	88	392	132	234	217	60	143	947	331	514	544	129	323	139	79	61	36
4.30 - 5.00													A	8.0	18	596	1508	426	126	439	154	267	235	71	160	852	277	419	478	132	313	153	92	64	46
5.00 - 5.30													A	9.4	20	700	1566	423	198	449	175	301	230	72	125	911	330	558	523	125	272	145	93	61	39
5.30 - 6.00													A	10.1	21	752	1652	415	206	447	150	307	252	66	115	947	339	617	583	111	246	156	110	102	82
6.00 - 6.30													A	11.0	22	820	1496	415	201	454	186	307	217	79	135	874	325	543	521	112	241	79	36	89	59
6.30 - 7.00													A	11.5	22	857	1501	483	235	519	213	362	254	87	145	793	281	455	450	123	248	83	26	106	79
CBS NFL FOOTBALL POST(B) 2 SUN. 3.48P 12 CBS SC 55 48													A	4.9	12	365	2016	556	83	570	359	466	397	60	82	1153	796	964	603	62	153	233	57	60	60
CBS SPORTS SPECTACULAR SAT. 4.30P 90 CBS SA 4 153 138 87 86													A	3.2	8	238	1408	345	155	425	106	216	197	72	156	764	188	453	484	117	218	122	20	97	54
													B	3.6	9	268	1468	411	125	461	98	233	227	72	178	691	192	427	403	91	197	111	27	205	148
4.30 - 5.00													A	3.0	7	224	1558	262	257	498	258	383	196	LT	84	705	67	433	464	125	196	176	32	179	112
5.00 - 5.30													A	2.9	7	216	1347	338	79	361	36	129	180	75	181	792	222	496	496	116	226	115	LT	79	41
5.30 - 6.00													A	3.8	9	283	1293	416	127	416	27	141	222	121	194	750	238	407	466	106	223	85	25	42	LT
CHALLENGE-SUPERFRIENDS I SAT. 9.00A 30 ABC CA 4 191 194 99 99													A	7.6	35	566	1961	218	168	293	146	216	192	24	24	135	100	125	51	10	10	200	104	1333	768
													B	7.3	34	544	1816	188	99	249	111	157	149	29	47	92	74	87	38	LT	LT	244	120	1231	693
CHALLENGE-SUPERFRIENDS II SAT. 9.30A 30 ABC CA 4 191 194 99 99													A	7.7	32	574	1932	210	133	280	155	226	187	10	10	141	97	114	42	27	27	261	128	1250	736
													B	7.5	31	559	1896	204	79	254	127	178	152	28	34	93	64	82	35	11	11	302	135	1247	693
CLUE CLUB SUN. 9.30A 30 CBS CA 4 56 59 52 50													A	2.4	14	179	1709	168	LT	168	100	156	156	LT	LT	190	161	161	LT	29	29	LT	LT	1351	514
													B	2.2	14	164	1512	165	LT	164	109	158	151	LT	LT	263	214	245	31	LT	LT	LT	LT	1085	488
COLLEGE FOOTBALL 1978 SUN. 12.30P 30 ABC SA 4 150 149 92 92													A	3.0	11	224	1321	388	245	481	160	267	300	101	150	490	228	263	259	98	173	41	LT	309	192
													B	2.9	11	216	1241	405	195	452	151	220	223	87	192	498	264	302	268	69	124	77	LT	214	155
FABULOUS FUNNIES SAT. 12.00N 30 NBC CA 4 184 183 93 91													A	5.5	21	410	1617	297	61	297	126	173	107	37	124	295	204	222	139	LT	30	198	122	827	430
													B	4.4	18	328	1695	284	52	285	133	202	144	26	83	256	183	205	110	LT	24	246	173	908	494

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TO	NO. OF		

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)													1ST OCT. 1978 REPORT																	
PROGRAM NAME					T/C THIS SEASON		NO OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Aud. Share %	Avg. Aud. Share % (0.000)	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													MEN					TEENS (12-17)					CHILDREN (2-11)							
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	12-17	TOTAL	2-11		
WEEKEND DAYTIME CONT'D																														
KIDS ARE PEOPLE TOO II					4	126	127	A	2.7	13	201	1811	393	169	462	245	334	285	LT	83	339	223	288	210	25	25	105	69	905	563
SUN. 10.30A 30 ABC CL					80	80	B	3.0	14	224	1744	404	139	457	268	331	288	26	86	264	166	232	174	LT	LT	197	135	826	498	
KIDS ARE PEOPLE TOO III					4	123	128	A	3.0	14	224	1696	354	174	380	219	304	222	LT	27	397	227	339	277	44	44	75	48	844	505
SUN. 11.00A 30 ABC CL					79	81	B	3.1	14	231	1662	398	177	428	282	334	264	LT	51	291	174	244	148	43	43	131	74	812	468	
KROFFT SUPERSTAR I					4	198	202	A	5.2	20	387	1656	342	137	391	212	253	144	LT	110	172	60	90	71	22	41	371	206	722	417
SAT. 11.00A 30 NBC CL					98	98	B	4.5	18	335	1740	290	93	324	174	228	148	LT	71	158	62	101	87	LT	24	397	235	861	520	
KROFFT SUPERSTAR II					4	198	202	A	5.6	21	417	1465	238	37	284	105	149	121	27	116	158	72	72	70	16	16	332	191	691	410
SAT. 11.30A 30 NBC CL					98	98	B	4.6	19	343	1629	216	26	249	94	146	123	32	91	136	56	79	75	LT	LT	357	211	887	509	
MEET THE PRESS					2	159	127	A	2.9	13	216	1278	491	23	542	38	69	100	66	427	565	189	338	240	74	213	55	LT	116	84
SUN. 12.00N 30 NBC CC					90	84	B	2.9	13	216	1278	491	23	542	38	69	100	66	427	565	189	338	240	74	213	55	LT	116	84	
METRIC MARVELS-9:27AM					4	195	197	A	3.8	17	283	1456	127	36	180	88	159	127	LT	LT	158	27	91	79	52	52	195	LT	923	697
SAT. 9.27A 2 NBC IA					98	98	B	3.8	17	283	1714	115	21	153	55	105	97	LT	LT	149	24	82	101	24	24	137	LT	1275	932	
METRIC MARVELS-10:27AM					4	204	203	A	6.1	24	454	1645	247	73	344	168	227	122	31	99	154	88	106	66	26	26	162	17	985	634
SAT. 10.27A 2 NBC IA					99	99	B	5.8	23	432	1805	225	67	276	126	186	123	36	72	147	82	91	86	15	15	206	78	1176	747	
METRIC MARVELS-11:57AM					4	198	202	A	5.9	22	440	1384	228	32	285	116	155	112	40	116	159	73	73	65	21	21	315	197	625	350
SAT. 11.57A 2 NBC IA					98	98	B	4.8	20	358	1587	213	19	255	98	151	126	44	96	135	57	79	75	LT	16	339	210	858	469	
NAT'L LEAGUE CHAMP PRE 4(S)					191			A	16.9	50	1259	1537	368	81	382	63	156	156	62	192	898	241	447	455	151	346	101	30	156	116
1 SAT. 4.05P 5 ABC SC					98																									
NAT'L LEAGUE CHAMP GM 4(S)					201			A	21.8	52	1624	1554	447	124	476	99	225	259	72	198	850	249	479	494	110	292	93	30	135	97
1 SAT. 4.18P 188 ABC SE					99																									
4.30 - 5.00								A	19.8	54	1475	1473	389	92	409	57	178	199	74	199	854	231	434	447	129	326	106	26	104	73
5.00 - 5.30								A	20.3	54	1512	1471	393	91	409	70	186	214	62	178	868	233	476	501	120	309	100	31	94	61
5.30 - 6.00								A	21.3	53	1587	1493	407	94	424	72	189	237	63	187	863	240	496	518	107	303	111	32	95	64
6.00 - 6.30								A	22.2	51	1654	1537	454	134	478	110	233	301	58	177	829	254	483	487	94	274	71	24	159	113
6.30 - 7.00								A	24.2	51	1803	1623	480	135	505	125	265	298	62	187	858	284	517	527	104	268	85	31	175	124
7.00 - 7.30								A	25.0	52	1863	1720	565	208	633	167	313	334	100	237	815	252	471	486	107	262	104	38	168	134
NCAA FOOTBALL PRE GAME					3	220		A	6.8	26	507	1456	245	91	276	83	152	120	18	110	727	337	443	375	38	221	222	51	231	187
1 SAT. 12.30P 28 ABC SC					99			B	6.1	25	454	1408	267	108	290	85	152	155	37	104	704	293	410	349	76	225	182	75	232	177
NCAA FOOTBALL GAME					4	220	209	A	10.8	36	805	1563	313	87	329	94	169	169	69	132	891	338	562	538	137	265	154	33	189	135
1 SAT. 12.58P 191 ABC SE					99	99		B	10.1	34	752	1487	319	109	335	92	174	177	57	127	861	320	513	488	150	269	140	39	151	111
2 SAT. 12.30P 197																														
12.30 - 1.00								A	5.4	21	402	2236	450	276	450	148	345	313	72	72	662	289	477	307	114	185	581	246	543	429
1.00 - 1.30								A	8.4	31	626	1586	329	128	333	119	203	179	65	103	824	336	533	485	103	231	226	40	203	155
1.30 - 2.00								A	10.4	36	775	1501	322	118	329	116	180	168	66	120	861	339	554	525	129	246	140	29	171	129
2.00 - 2.30								A	11.8	40	879	1522	288	62	309	76	134	154	65	134	929	353	601	586	133	261	125	19	159	105
2.30 - 3.00								A	12.0	40	894	1579	307	95	334	95	154	152	79	161	925	366	600	578	145	264	147	19	173	124
3.00 - 3.30								A	11.8	36	879	1478	300	52	319	74	147	157	82	144	903	325	546	546	161	287	118	21	138	110
3.30 - 4.00								A	16.2	49	1207	1690	337	45	349	103	196	186	58	135	992	366	593	600	138	301	88	28	261	155
NCAA FOOTBALL POST GAME					3	203		A	4.0	10	298	1174	162	78	239	78	115	115	91	124	734	258	516	460	125	218	201	26	LT	LT
2 SAT. 3.47P 13 ABC SC					99			B	6.9	19	514	1251	313	117	349	113	220	227	54	97	692	223	410	420	108	227	103	49	107	96
NFL '78-NBC					4	175	150	A	3.9	14	291	1567	410	97	431	121	163	150	45	235	706	337	455	329	100	204	152	16	278	145
1 SUN. 1.30P 30 NBC SC					90	87		B	3.6	14	268	1434	375	74	398	128	180	162	63	200	647	320	456	357	84	162	209	33	180	107
2 SUN. 12.30P 30																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)														1ST OCT. 1978 REPORT															
PROGRAM NAME		T/C SEASON		NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	A	B	AVG AUD SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
WEEKEND DAYTIME CONT'D														TOTAL	18-34	18-49	25-34	35-44	45+	TOTAL	18-34	18-49	25-34	35-44	45+	TOTAL FEM	TOTAL M		
NFL FOOTBALL GAME 1-NBC														426	140	207	177	81	172	916	339	570	472	153	290	166	26	116	97
1 SUN. 2.00P 166 NBC SE														402	138	211	192	83	157	1535	385	137				137	30	92	78
2 SUN. 1.00P 199														389	132	216	162	63	153										
1.00 - 1.30														374	101	199	159	64	144										
1.30 - 2.00														421	140	204	151	91	181										
2.00 - 2.30														396	118	164	147	93	186										
2.30 - 3.00														448	156	217	189	91	166										
3.00 - 3.30														429	144	202	189	81	167										
3.30 - 4.00														361	145	173	134	52	155										
4.00 - 4.30														693	277	430	262	90	229										
NFL FOOTBALL POST-NBC														548	155	311	232	105	219										
1 SUN. 5.10P 14 NBC SC														168	LT	LT	LT	134	134										
2 SUN. 10.04A 3 ABC N														472	385	472	424	LT	LT										
PAPAL SELECTION SPEC. I(S)														999	365	787	577	212	212										
2 SUN. 1.36P 4 ABC N														116	33	69	116	LT	LT										
PAPAL SELECTION SPEC. II(S)														208	139	171	116	LT	LT										
2 SUN. 1.36P 4 ABC N														123	71	104	75	LT	LT										
SCHOOLHOUSE ROCK-B.26AM														177	131	167	87	LT	LT										
SAT. 8.26A 3 ABC CA														175	128	146	61	29	29										
SCHOOLHOUSE ROCK-B.56AM														109	79	94	41	15	15										
SAT. 8.56A 3 ABC CA														237	145	210	120	27	27										
SCHOOLHOUSE ROCK-11.26AM														257	154	220	138	25	37										
SAT. 11.26A 3 ABC CA														309	212	256	150	53	53										
SCHOOLHOUSE ROCK-11.56AM														274	171	240	154	28	34										
SAT. 11.56A 3 ABC CA														578	194	417	444	79	134										
SCHOOLHOUSE ROCK-11.55AM														477	178	354	308	57	104										
SUN. 11.55A 4 ABC CA														128	26	68	128	LT	LT										
SCOOBY DOO, WHERE ARE YOU														203	133	166	111	LT	LT										
SAT. 8.00A 30 ABC CA														233	185	213	67	20	20										
SCOOBY'S ALL STARS I														175	123	156	72	19	19										
SAT. 10.00A 30 ABC CA														142	116	127	60	15	15										
SCOOBY'S ALL STARS II														140	99	124	72	16	16										
SAT. 10.30A 30 ABC CA														252	163	218	127	28	28										
SCOOBY'S ALL STARS III														250	150	211	128	25	35										
SAT. 11.00A 30 ABC CA														212	108	165	104	30	47										
SPACE ACADEMY														170	112	139	93	22	31										
SAT. 12.00N 30 CBS CL														286	113	177	156	18	63										
TARZAN AND SUPER SEVEN 1														277	144	202	147	16	52										
SAT. 10.30A 30 CBS CA														378	203	278	250	14	43										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1978 REPORT

AUDIENCE ESTIMATES (Alphabetic)															1ST OCT. 1978 REPORT																		
PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																					
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K	E	Y	AVG AUD. SHARE %	AVG AUD. SHARE % (0.000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
															MEN										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
TARZAN AND SUPER SEVEN 2					4	190	190				A	9.6	36	715	1961	351	204	439	261	372	313	22	22	259	147	202	116	25	41	228	87	1035	515
SAT. 11.00A 30 CBS CA					99	99					B	9.6	38	715	1754	353	149	431	258	338	265	25	40	248	144	191	124	22	43	227	76	848	475
TARZAN AND SUPER SEVEN 3					4	190	192				A	9.2	35	685	1854	330	169	408	215	323	271	22	46	249	143	189	96	30	60	245	95	952	459
SAT. 11.30A 30 CBS CA					99	99					B	9.0	36	671	1763	339	135	423	243	330	256	19	49	227	137	183	101	23	42	232	87	881	477
30 MINUTES					3	170	169				A	4.4	15	328	1686	370	222	477	322	417	244	LT	47	253	140	201	177	42	42	294	174	662	399
SAT. 1.30P 30 CBS DN					93	93					B	4.8	16	358	1708	417	233	499	306	394	243	27	79	274	183	222	143	31	45	292	151	643	386
WHAT'S NEW, MISTER MAGOO					4	63	62				A	1.6	12	119	1655	159	LT	159	92	92	135	LT	LT	287	168	227	194	LT	LT	LT	LT	1209	479
SUN. 9.00A 30 CBS CA					56	53					B	1.4	11	104	1558	183	LT	184	116	145	144	LT	LT	290	145	253	184	LT	LT	LT	LT	1056	493
WORLD SERIES PRE #4(S)					216						A	10.7	32	797	1798	555	256	648	148	303	319	95	275	828	227	468	404	103	301	100	18	222	174
2 SAT. 3.00P 17 NBC SC					99																												
WORLD SERIES GAME #4(S)					223						A	30.1	65	2242	1749	578	239	650	159	311	312	119	281	833	287	469	401	134	301	120	20	146	120
2 SAT. 3.17P 261 NBC SE					99																												
3.30 - 4.00											A	21.4	55	1594	1728	593	257	676	148	302	316	123	301	816	271	455	394	123	308	95	11	141	117
4.00 - 4.30											A	27.8	67	2071	1788	597	267	678	161	320	309	118	308	847	284	461	413	125	307	129	11	134	114
4.30 - 5.00											A	26.1	61	1944	1769	585	264	673	138	289	298	125	329	847	283	453	377	126	325	150	16	99	84
5.00 - 5.30											A	29.5	66	2198	1675	549	260	631	145	299	317	114	276	823	268	442	395	139	309	103	16	118	103
5.30 - 6.00											A	32.1	69	2391	1627	545	244	626	146	296	306	116	275	794	262	433	386	133	294	85	12	122	102
6.00 - 6.30											A	34.0	70	2533	1743	563	217	620	148	294	305	115	260	856	283	481	424	143	315	114	20	153	127
6.30 - 7.00											A	36.4	70	2712	1767	589	207	642	172	324	313	115	262	854	313	509	421	137	288	120	18	151	121
7.00 - 7.30											A	37.8	68	2816	1839	612	225	673	186	339	326	127	268	826	308	486	397	136	281	138	37	202	138
WORLD SERIES GAME #5(S)					223						A	32.6	60	2429	1888	577	254	650	202	349	342	107	242	906	308	551	488	135	294	138	42	194	143
2 SUN. 4.19P 203 NBC SE					99																												
4.30 - 5.00											A	28.2	57	2101	1877	570	232	635	175	317	336	109	246	925	336	574	471	130	306	152	36	165	131
5.00 - 5.30											A	31.7	61	2362	1853	595	255	669	215	363	356	94	250	892	302	541	468	128	299	139	45	153	116
5.30 - 6.00											A	34.7	64	2585	1839	568	249	642	204	351	329	97	245	908	307	559	489	125	294	111	32	178	137
6.00 - 6.30											A	35.1	63	2615	1918	583	269	654	205	358	345	105	238	946	305	564	510	142	311	144	45	174	132
6.30 - 7.00											A	34.5	61	2570	1853	599	281	665	206	359	356	111	237	921	309	561	515	139	295	112	34	155	111
7.00 - 7.30											A	34.8	59	2593	1974	559	256	643	203	359	347	117	229	886	294	537	496	142	276	157	54	288	197
YOGI'S SPACE RACE I					4	194	197				A	2.4	20	179	1151	106	73	156	73	106	106	LT	LT	145	100	100	39	28	28	68	LT	782	430
SAT. 8.00A 30 NBC CA					98	98					B	2.2	19	164	1616	134	85	172	97	115	116	LT	LT	178	105	129	110	LT	LT	66	LT	1200	783
YOGI'S SPACE RACE II					4	195	197				A	3.3	19	246	1171	126	70	203	126	178	126	LT	LT	69	61	61	28	LT	LT	69	LT	830	532
SAT. 8.30A 30 NBC CA					98	98					B	3.3	20	246	1514	141	56	193	113	149	129	LT	LT	125	81	105	93	LT	LT	75	LT	1121	772
YOGI'S SPACE RACE III					4	195	197				A	3.9	18	291	1515	154	38	188	85	164	154	LT	LT	166	38	103	87	41	41	203	LT	958	752
SAT. 9.00A 30 NBC CA					98	98					B	4.0	19	298	1778	129	23	153	50	103	114	16	16	153	27	96	105	21	21	162	LT	1310	999

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NATIONAL *Nielson* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 2, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)						12,890 17.3		12,670 17.0		30,620 41.1								
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						11,250 15.1		11,100 14.9		19,970 26.8		22.7*		28.1*		28.4*		25.9*
CBS TV						27		25		43		35*		47*		51*		42*
AVERAGE AUDIENCE (Households (000) & %)						14.6	15.5	14.2	15.7	21.7	23.7	27.7	28.6	29.1	27.9	26.6	27.0	
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						13,190 17.7		14,380 19.3		17,360 23.3		15,120 20.3		14,230 19.1				
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						11,850 15.9		12,890 17.3		15,650 21.0		13,860 18.6		11,700 15.7		15.7*		15.6*
CBS TV						26		27		31		27		24*		26*		26*
AVERAGE AUDIENCE (Households (000) & %)						15.8	16.0	16.7	17.8	20.6	21.5	18.7	18.6	15.8	15.7	16.0	15.1	
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						21,980 29.5				24,440 32.8								
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						16,760 22.5	20.8*		24.2*	17,810 23.9	23.5*		24.6*		24.2*		23.1*	
CBS TV						36	35*		38	36	35*		36*		37*		34*	
AVERAGE AUDIENCE (Households (000) & %)						13,400	12.7*	10,950	14.7	24,950	33.5		24.6*		24.2*		23.1*	
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						11,700 15.7		9,760 13.1		12,370 16.6		16.6*		18.9*		18.3*		16.8*
ABC TV						26		20		25*		25*		28*		28*		26*
AVERAGE AUDIENCE (Households (000) & %)						15.0	16.4	12.8	13.3	15.0	18.2	19.2	18.7	18.8	17.8	17.2	16.4	
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						14,970 20.1		28,010 37.6					25,180 33.8					
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						12,590 16.9		19,070 25.6		18,850 25.3		24.7*		25.7*		25.4*		25.4*
ABC TV						27		38		43*		39		37*		39*		41*
AVERAGE AUDIENCE (Households (000) & %)						17.0	16.7	21.0	22.7	29.3	29.3	24.1	25.3	25.6	25.8	25.8	25.0	
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						23,910 32.1				24,140 32.4								
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		
TOTAL AUDIENCE (Households (000) & %)						18,770 25.2	23.3*		27.1*	15,720 21.1	20.2*		22.3*		21.6*		20.3*	
CBS TV						39	37*		40*	32	30*		33*		33*		33*	
AVERAGE AUDIENCE (Households (000) & %)						21.8	24.8	27.1	27.0	20.4	20.1	22.5	22.2	21.7	21.5	21.4	19.3	
SHARE OF AUDIENCE %																		
AVG. AUD. BY ¼ HR. %																		

TV HOUSEHOLDS USING TV		WK 1	WK 2	50.5	52.5	54.6	57.9	59.5	60.7	62.5	65.1	66.4	67.9	68.5	69.0	66.5	64.7	62.4	59.9
(See Def 1)		WK 1	WK 2	52.6	53.2	55.8	58.4	61.9	64.5	66.5	67.9	67.5	68.8	67.6	66.9	65.9	65.4	63.9	60.2

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-3 (1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. MON. OCT. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 3, 1978

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)
ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,440 28,680
16.7 38.5

(1) (OP)

American League Championship Game
"NEW YORK YANKEES VS. KANSAS CITY ROYALS"

11,990 16,540

16.1 22.2
30 35
16.1 16.0 20.3 22.0 21.2* 23.2* 22.6* 22.6* 23.5*

34* 35* 33* 33* 35*

TOTAL AUDIENCE
(Households (000) & %)
CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,950 25,030
24.1 33.6

Paper Chase

CBS Tuesday Night Movies
"CARRIE" (9:00-11:00PM)

12,590 18,920

16.9 15.7* 18.2* 25.4 22.7* 25.4* 27.1* 26.3*

27 26* 28* 38 33* 37* 40* 40*

TOTAL AUDIENCE
(Households (000) & %)
NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
TOTAL AUDIENCE
(Households (000) & %)

18,770 21,160
25.2 28.4

Grandpa Goes to Washington (OP)

Big Event

"LITTLE WOMEN" Pt. II (9:00-11:00PM)

14,230 15,870

19.1 17.9* 20.4* 21.3 21.3* 21.5* 21.5* 20.8*

21.3 21.3* 21.5* 21.5* 20.8*

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Happy Days

Laverne and Shirley

Three's Company

Taxi

(OP) Starsky & Hutch

18,550 19,070 19,300 15,650 12,890

24.9 25.6 25.9 21.0 17.3
39 37 37 31 28
23.5 26.3 24.7 26.5 25.8 25.9 21.3 20.7 17.8 17.5 17.6 16.4

28* 28*

TOTAL AUDIENCE
(Households (000) & %)
CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,580 15,650
14.2 21.0

Paper Chase

CBS Tuesday Night Movies

"ONCE IS NOT ENOUGH" (9:00-11:23PM)(R)(2)

8,050 8,940

10.8 10.6* 11.0* 12.0 10.3* 11.5* 13.1* 12.7*

16 17* 16* 19 15* 17* 20* 21*

TOTAL AUDIENCE
(Households (000) & %)
NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,610 37,850
22.3 50.8

(3)

World Series Game 1
"NEW YORK YANKEES VS.
LOS ANGELES (8:22-11:37PM)(2)

14,830 24,660

19.9 33.1 29.9* 33.5* 36.0* 35.7* 34.8*

34 51 46* 49* 52* 53* 54*

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2
(See Def. 1)	49.3	52.0	50.9	54.8	53.1	56.9	55.0	59.7	58.3	62.6	61.6	65.7	64.2	67.9	65.5	69.0	67.7	69.1
	69.2	69.5	68.3	68.6	68.8	68.2	68.5	65.8	67.5	63.4	61.5	63.3	59.9					

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-5 (1) "AMERICAN LEAGUE CHAMPIONSHIP PRE 1", ABC, (8:00-8:15PM)(S). (3) "WORLD SERIES PRE 1", NBC, (8:00-8:22PM), FOR REMAINING RATINGS, SEE OP PAGES(S).

EVE. TUE. OCT. 10, 1978

A-6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. OCT. 4, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) 10,730 26,080 14.4 35.0 (1) (OP) National League Championship Game "LOS ANGELES VS. PHILADELPHIA" (8:15-11:15PM)(2)																
	AVERAGE AUDIENCE (Households (000) & %)	10,280 14,830 13.8 19.9 25 32																
	SHARE OF AUDIENCE %	13.8 15.4 18.2 19.3 20.2 20.9* 21.8* 21.4 21.3 20.5 20.1*																
	AVG. AUD. BY 1/4 HR. %	13.8 15.4 18.2 19.3 20.2 21.7 22.0 21.6 21.4 21.3 20.5 20.1*																
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) 16,840 15,120 22,130 22.6 20.3 29.7 The Jeffersons In the Beginning (OP) Network (9:00-11:00PM)(2)																
	AVERAGE AUDIENCE (Households (000) & %)	14,160 13,260 12,070 19.0 17.8 16.2 32 29 26																
	SHARE OF AUDIENCE %	17.5 20.6 17.2 18.3 17.6 16.9* 16.2* 16.0* 15.5*																
	AVG. AUD. BY 1/4 HR. %	17.5 20.6 17.2 18.3 17.6 16.3 16.3 16.1 16.1 15.8 15.8 15.2																
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %) 20,340 27,040 27.3 36.3 Dick Clark's Live Wednesday (OP) Wednesday Movie of the Week "BJ AND THE BEAR" (9:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	15,050 18.7* 21.7* 19,440 20.2 32 35 26.1 20,560 27.6 18,630 25.0 14,150 19.8																
	SHARE OF AUDIENCE %	20.2 18.7* 21.7* 26.1 24.0* 26.1* 27.0* 27.2*																
	AVG. AUD. BY 1/4 HR. %	20.2 18.7* 21.7* 26.1 24.0* 26.1* 27.0* 27.2*																
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %) 15,870 15,650 21.3 21.0 20.4* 11,550 34 31 30* 15.5 17.2 19.9 23.7 24.4 19.9 20.9 22.0 21.3 16.7 15.6 14.9 14.6																
	AVERAGE AUDIENCE (Households (000) & %)	12,670 9,830 19,440 17.0 13.2 26.1 The Jeffersons In the Beginning (OP) CBS Wednesday Night Movie "LIFEGUARD" (9:00-10:54PM) (3)																
	SHARE OF AUDIENCE %	11,030 9,160 13,560 14.8 12.3 18.2 16.2* 17.8* 19.8* 19.3*																
	AVG. AUD. BY 1/4 HR. %	14.2 15.5 12.0 12.5 15.6 16.8 17.4 18.3 20.0 19.5 19.5 19.0																
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %) 14,300 37,100 19.2 49.8 (4) World Series Game 2 "NEW YORK YANKEES VS. LOS ANGELES" (8:15-11:20PM)(2)																
	AVERAGE AUDIENCE (Households (000) & %)	13,480 23,990 18.1 32.2 27.9* 33.2* 33.6* 33.8* 35.5*																
	SHARE OF AUDIENCE %	34 50 45* 49* 49* 50* 54*																
	AVG. AUD. BY 1/4 HR. %	18.1 21.4 26.4 29.4 33.0 33.4 33.2 33.9 33.4 34.2 35.3 35.7																
TV HOUSEHOLDS USING TV WK 1		49.4	50.5	52.7	54.9	57.4	60.2	61.2	62.5	63.6	64.1	65.1	65.4	65.0	64.1	63.3	60.5	
(See Def. 1) WK 2		49.9	52.4	55.4	57.0	58.7	61.1	63.3	66.4	66.9	67.9	68.4	69.0	66.8	66.2	65.0	61.7	
U.S. TV Households: 74,500,000		* Half-hour ratings (for immediately preceding and subject quarter-hours)																

A-7

(1) "NATIONAL LEAGUE CHAMPIONSHIP PRE 1", ABC, (8:00-8:15PM)(S). (2) FOR REMAINING RATINGS, SEE OP PAGES.

(3) PROMO FILL, CBS, (10:54-11:00PM)(SUS.).

(4) "WORLD SERIES PRE #2", NBC, (8:00-8:15PM)(S).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

EVE. WED. OCT. 11, 1978

A-8

NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. OCT. 5, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	22,720 30.5				24,210 32.5				25,180 33.8		21,230 28.5		21,440 28.8		18,480 24.8		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	18,400 24.7												16,390 22.0				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	13,560 18.2								17,950 24.1				10,060 13.5				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	21,610 29.0				19,220 25.8				19,590 26.3		18,250 24.5		18,180 24.4				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	14,900 20.0								13,710 18.4				19,970 26.8				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	11,620 15.6								16,990 22.8				10,280 13.8				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
WK 1	48.4	49.6	50.4	53.4	56.9	59.0	60.5	62.2	63.0	64.3	62.7	62.5	59.2	58.5	56.9	53.6	
WK 2	47.5	49.3	50.4	53.1	57.0	59.6	59.7	60.8	60.6	61.6	61.6	61.9	58.4	57.6	55.5	52.9	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE THU OCT 5 1978

A-10 NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 6, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	<div> <div>23,690</div> <div>31.8</div> </div>																
AVERAGE AUDIENCE (Households (000) & %)	<div> <div>(11.0P)</div> <div></div> </div>																
SHARE OF AUDIENCE %	<div> <div>15,050</div> <div>20.2</div> <div>36</div> </div>																
AVG. AUD. BY 1/4 HR.	<div> <div>13.9</div> <div>15.2</div> <div>17.4</div> <div>18.1*</div> <div>33*</div> <div>18.7</div> <div>20.4</div> <div>20.5*</div> <div>36*</div> <div>21.0*</div> <div>36*</div> <div>22.4*</div> <div>39*</div> <div>22.4</div> <div>39*</div> <div>22.5*</div> <div>39*</div> </div>																
CBS TV	<div> <div>17,660</div> <div>23.7</div> </div>																
AVERAGE AUDIENCE (Households (000) & %)	<div> <div>18,630</div> <div>25.0</div> </div>																
SHARE OF AUDIENCE %	<div> <div>16,020</div> <div>21.5</div> </div>																
AVG. AUD. BY 1/4 HR.	<div> <div>13,480</div> <div>18.1</div> <div>33</div> <div>16.6</div> <div>17.3</div> <div>18.9</div> <div>19.2*</div> <div>34*</div> <div>19.5</div> <div>19.9</div> <div>21.0</div> <div>21.8</div> <div>21.4</div> <div>17.2</div> <div>30*</div> <div>16.9</div> <div>17.2</div> </div>																
NBC TV	<div> <div>11,100</div> <div>14.9</div> </div>																
AVERAGE AUDIENCE (Households (000) & %)	<div> <div>10,880</div> <div>14.6</div> </div>																
SHARE OF AUDIENCE %	<div> <div>15,200</div> <div>20.4</div> </div>																
AVG. AUD. BY 1/4 HR.	<div> <div>9,540</div> <div>12.8</div> <div>24</div> <div>16,540</div> <div>22.2</div> </div>																
ABC TV	<div> <div>11,250</div> <div>15.1</div> <div>25</div> <div>15.2</div> </div>																
AVERAGE AUDIENCE (Households (000) & %)	<div> <div>15,4*</div> <div>26*</div> <div>15.6</div> <div>14.7</div> </div>																
SHARE OF AUDIENCE %	<div> <div>14.8*</div> <div>25*</div> <div>14.8</div> <div>15.1</div> </div>																
AVG. AUD. BY 1/4 HR.	<div> <div>11,550</div> <div>15.5</div> <div>25</div> <div>15.1</div> </div>																
CBS TV	<div> <div>14,530</div> <div>19.5</div> </div>																
AVERAGE AUDIENCE (Households (000) & %)	<div> <div>16,090</div> <div>21.6</div> </div>																
SHARE OF AUDIENCE %	<div> <div>11,770</div> <div>15.8</div> </div>																
AVG. AUD. BY 1/4 HR.	<div> <div>10,650</div> <div>14.3</div> <div>24</div> <div>12.2</div> </div>																
NBC TV	<div> <div>16,760</div> <div>22.5</div> </div>																
AVERAGE AUDIENCE (Households (000) & %)	<div> <div>36,430</div> <div>48.9</div> </div>																
SHARE OF AUDIENCE %	<div> <div>15,720</div> <div>21.1</div> <div>39</div> <div>20.8</div> </div>																
AVG. AUD. BY 1/4 HR.	<div> <div>24,590</div> <div>33.0</div> <div>54</div> <div>25.9</div> </div>																
TV HOUSEHOLDS USING TV	<div> <div>WK 1</div> <div>46.4</div> <div>47.8</div> <div>49.2</div> <div>51.3</div> <div>52.0</div> <div>53.8</div> <div>54.8</div> <div>56.8</div> <div>57.1</div> <div>57.8</div> <div>58.8</div> <div>58.9</div> <div>57.0</div> <div>57.1</div> <div>56.9</div> <div>55.2</div> </div>																
(See Def. 1)	<div> <div>WK 2</div> <div>49.2</div> <div>51.4</div> <div>52.5</div> <div>54.5</div> <div>58.0</div> <div>59.0</div> <div>59.7</div> <div>60.8</div> <div>61.8</div> <div>62.2</div> <div>62.9</div> <div>62.3</div> <div>61.0</div> <div>61.0</div> <div>60.4</div> <div>59.3</div> </div>																

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. OCT. 13, 1978

A-11

(1) "NATIONAL LEAGUE CHAMPIONSHIP PRE 3", ABC, (8:00-8:12PM), FOR RATINGS, SEE OP PAGES(5). (2) SPORTS FILL, ABC, (10:32-11:00PM)(SUS.).

(3) "WORLD SERIES PRE #3", NBC, (8:00-8:17PM), FOR REMAINING RATINGS, SEE OP PAGES(5). (4) FOR REMAINING RATINGS, SEE OP PAGES.

A-12

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 7, 1978

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

11:00

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**World Series Game 4**
"LOS ANGELES VS. NEW YORK
YANKEES" (3:17-7:38PM)AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**TV HOUSEHOLDS USING TV**WK 1
(See Def. 1)

WK 2

12,960 29,870
17.4 40.112,590 18,630
16.9 25.0

24.8 25.2 21.0* 24.4* 26.2* 28.6* 28.7*

12,440 11,250 14,300 12,440
16.7 15.1 19.2 16.7

Rhoda Good Times American Girls Dallas

9,980 10,280 10,800 9,610
13.4 13.8 14.5 12.9

12.8 14.0 13.4 14.2 14.7 14.3 14.7 12.8 13.0 12.8 13.1

17,660 18,920
23.7 25.4

Chips Sword of Justice

14,080 12,440
18.9 16.7 16.5* 16.4* 17.1* 16.6*12,590 13,710 17,580
16.9 18.4 23.6

Osmond Special Love Boat Fantasy Island

9,240 11,250 15,050
12.4 15.1 14.7* 15.5* 20.2 19.9* 20.5*

12.1 12.1* 12.3 12.9 14.3 15.0 15.4 15.6 19.4 20.3 20.9 20.2

10,580 10,210 8,640 12,740
14.2 13.7 11.6 17.1

Rhoda Good Times American Girls Dallas

9,390 9,090 6,480 10,650
12.6 12.2 8.7 9.0* 8.4* 14.3 14.0* 14.6*

12.5 12.7 11.8 12.6 9.3 8.6 8.4 8.4 13.6 14.3 14.6 14.6

22,650 26,080 14,530
30.4 35.0 19.5

Chips Rescue from Gilligan's Island Part I Sword of Justice

18,030 22,650 10,800
24.2 30.4 29.7* 31.2* 14.5 15.3* 13.7*

23.4 24.1 24.6 24.8 29.0 30.3 31.5 30.9 16.4 14.3 13.7 13.6

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. OCT. 14, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 8, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %) 14,970 20.1																
AVERAGE AUDIENCE (Households (000) & %)	Hardy Boys Mysteries ————— Battlestar Galactica ————— (OP) ————— ABC Sunday Night Movie 11,100 14.9 13.7* 13.2 14.2 15.2 17.1 18,100 24.3 23.4* 22.4 24.4 25.3 25.1 15,420 20.7 19.3* 19.8 19.1 19.4 22.1 22.5* 23.0 23.1 21.7* 20.2																
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	26 13.2 25 14.2 15.2 17.1 27 24.3 23.4* 22.4 24.4 25.3 25.1 38 20.7 19.3* 19.8 19.1 19.4 22.1 22.5* 23.0 23.1 21.7* 20.2																
CBS TV	TOTAL AUDIENCE (Households (000) & %) 23,910 32.1																
AVERAGE AUDIENCE (Households (000) & %)	60 Minutes ————— Mary ————— (OP) ————— All in The Family ————— Alice ————— Kazz ————— 18,250 24.5 24.1* 24.5 24.9 25.5 11,550 15.5 14.9* 14.6 14.9 15.9 16,690 22.4 17,280 23.2 14,970 20.1 20.4* 20.3 20.1 19.8																
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	42 23.6 44 24.5 43 25.5 24 15.5 24 14.6 23 15.9 33 22.4 35 23.2 34 20.1 33 20.3 34 20.4* 34 19.8																
NBC TV	TOTAL AUDIENCE (Households (000) & %) 14,010 18.8																
AVERAGE AUDIENCE (Households (000) & %)	Wonderful World of Disney ————— Centennial ————— Lifeline ————— 10,280 13.8 12.5* 15.0* 15.0* 16,840 22.6 20.8* 22.8* 23.8* 23.0* 11,250 15.1 15.6* 16.6*																
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	16.1 21.7 21 15.0* 25 22.6 20.8* 22.8* 23.8* 23.0* 15.1 15.6* 16.6*																
ABC TV	TOTAL AUDIENCE (Households (000) & %) 10,650 14.3 12.6* 15.9* 21.2 19.8* 22.6* 20.8 20.7* 21.2* 21.1* 20.1*																
AVERAGE AUDIENCE (Households (000) & %)	Hardy Boys Mysteries ————— Battlestar Galactica ————— (OP) ————— ABC Sunday Night Movie 10,650 14.3 12.6* 15.9* 21.2 19.8* 22.6* 20.8 20.7* 21.2* 21.1* 20.1*																
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	23 11.8 21 13.3 25 17.0 12 18.8 30 20.8 31 22.9 33 22.4 31 19.9 29 21.5 30 20.8 32 21.3 32 21.1* 35 20.1* 35 18.7																
CBS TV	TOTAL AUDIENCE (Households (000) & %) 18,250 24.5																
AVERAGE AUDIENCE (Households (000) & %)	60 Minutes ————— All in The Family ————— Alice ————— Dallas ————— Kazz ————— 11,620 15.6 12.7* 16.6* 15.8 13,190 17.7 16.1 15.7* 16.3* 16.1 14.2* 16.7*																
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	25 10.6 21 13.4 27 18.6 24 14.3 25 15.3 23 16.7 22 16.1 22 15.5 23 16.0 23 16.6 27 14.3 27 14.1 29 16.4 29 17.0																
NBC TV	TOTAL AUDIENCE (Households (000) & %) 26,450 35.5																
AVERAGE AUDIENCE (Households (000) & %)	World Series Game #5 ————— Wonderful World of Disney ————— Bob Hope's All-Star Comedy Salute to the 75th Anniversary of the World Series ————— Lifeline ————— 19,070 34.8* 25.6 35.3 34.3 24.5 22.4 27.0 27.3* 29.2 27.4* 29.9* 30.7* 13,630 18.3 18.4*																
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	59 34.3 40 24.5 42 27.5 42 26.2 40 28.7 42 29.6 44 30.3 44 30.7 43 30.0 43 27.6 33 18.6 31 18.2																
TV HOUSEHOLDS USING TV	WK 1 WK 2 54.2 56.3 58.1 60.4 62.3 63.6 65.0 66.6 67.7 67.7 66.9 66.5 62.6 60.9 60.2 57.5 (See Def 1) 59.4 61.4 62.4 62.8 65.2 66.7 67.8 69.6 70.5 70.5 70.4 69.7 67.1 64.3 59.7 55.8																

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 A-15 * VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
 (1) * CBS NFL FOOTBALL GAME 2, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (2) * CBS NFL FOOTBALL GAME 3, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (3) * CBS NFL FOOTBALL GAME 4, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (4) * CBS NFL FOOTBALL GAME 5, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (5) * CBS NFL FOOTBALL GAME 6, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (6) * CBS NFL FOOTBALL GAME 7, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (7) * CBS NFL FOOTBALL GAME 8, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (8) * CBS NFL FOOTBALL GAME 9, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (9) * CBS NFL FOOTBALL GAME 10, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (10) * CBS NFL FOOTBALL GAME 11, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (11) * CBS NFL FOOTBALL GAME 12, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (12) * CBS NFL FOOTBALL GAME 13, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (13) * CBS NFL FOOTBALL GAME 14, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (14) * CBS NFL FOOTBALL GAME 15, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (15) * CBS NFL FOOTBALL GAME 16, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (16) * CBS NFL FOOTBALL GAME 17, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (17) * CBS NFL FOOTBALL GAME 18, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (18) * CBS NFL FOOTBALL GAME 19, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (19) * CBS NFL FOOTBALL GAME 20, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (20) * CBS NFL FOOTBALL GAME 21, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (21) * CBS NFL FOOTBALL GAME 22, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (22) * CBS NFL FOOTBALL GAME 23, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (23) * CBS NFL FOOTBALL GAME 24, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (24) * CBS NFL FOOTBALL GAME 25, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (25) * CBS NFL FOOTBALL GAME 26, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (26) * CBS NFL FOOTBALL GAME 27, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (27) * CBS NFL FOOTBALL GAME 28, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (28) * CBS NFL FOOTBALL GAME 29, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (29) * CBS NFL FOOTBALL GAME 30, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (30) * CBS NFL FOOTBALL GAME 31, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (31) * CBS NFL FOOTBALL GAME 32, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (32) * CBS NFL FOOTBALL GAME 33, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (33) * CBS NFL FOOTBALL GAME 34, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (34) * CBS NFL FOOTBALL GAME 35, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (35) * CBS NFL FOOTBALL GAME 36, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (36) * CBS NFL FOOTBALL GAME 37, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (37) * CBS NFL FOOTBALL GAME 38, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (38) * CBS NFL FOOTBALL GAME 39, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (39) * CBS NFL FOOTBALL GAME 40, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (40) * CBS NFL FOOTBALL GAME 41, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (41) * CBS NFL FOOTBALL GAME 42, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (42) * CBS NFL FOOTBALL GAME 43, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (43) * CBS NFL FOOTBALL GAME 44, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (44) * CBS NFL FOOTBALL GAME 45, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (45) * CBS NFL FOOTBALL GAME 46, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (46) * CBS NFL FOOTBALL GAME 47, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (47) * CBS NFL FOOTBALL GAME 48, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (48) * CBS NFL FOOTBALL GAME 49, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (49) * CBS NFL FOOTBALL GAME 50, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (50) * CBS NFL FOOTBALL GAME 51, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (51) * CBS NFL FOOTBALL GAME 52, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (52) * CBS NFL FOOTBALL GAME 53, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (53) * CBS NFL FOOTBALL GAME 54, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (54) * CBS NFL FOOTBALL GAME 55, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (55) * CBS NFL FOOTBALL GAME 56, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (56) * CBS NFL FOOTBALL GAME 57, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (57) * CBS NFL FOOTBALL GAME 58, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (58) * CBS NFL FOOTBALL GAME 59, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (59) * CBS NFL FOOTBALL GAME 60, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (60) * CBS NFL FOOTBALL GAME 61, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (61) * CBS NFL FOOTBALL GAME 62, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (62) * CBS NFL FOOTBALL GAME 63, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (63) * CBS NFL FOOTBALL GAME 64, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (64) * CBS NFL FOOTBALL GAME 65, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (65) * CBS NFL FOOTBALL GAME 66, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (66) * CBS NFL FOOTBALL GAME 67, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (67) * CBS NFL FOOTBALL GAME 68, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (68) * CBS NFL FOOTBALL GAME 69, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (69) * CBS NFL FOOTBALL GAME 70, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (70) * CBS NFL FOOTBALL GAME 71, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (71) * CBS NFL FOOTBALL GAME 72, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (72) * CBS NFL FOOTBALL GAME 73, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (73) * CBS NFL FOOTBALL GAME 74, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (74) * CBS NFL FOOTBALL GAME 75, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (75) * CBS NFL FOOTBALL GAME 76, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (76) * CBS NFL FOOTBALL GAME 77, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (77) * CBS NFL FOOTBALL GAME 78, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (78) * CBS NFL FOOTBALL GAME 79, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (79) * CBS NFL FOOTBALL GAME 80, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (80) * CBS NFL FOOTBALL GAME 81, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (81) * CBS NFL FOOTBALL GAME 82, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (82) * CBS NFL FOOTBALL GAME 83, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (83) * CBS NFL FOOTBALL GAME 84, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (84) * CBS NFL FOOTBALL GAME 85, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (85) * CBS NFL FOOTBALL GAME 86, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (86) * CBS NFL FOOTBALL GAME 87, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (87) * CBS NFL FOOTBALL GAME 88, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (88) * CBS NFL FOOTBALL GAME 89, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (89) * CBS NFL FOOTBALL GAME 90, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (90) * CBS NFL FOOTBALL GAME 91, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (91) * CBS NFL FOOTBALL GAME 92, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (92) * CBS NFL FOOTBALL GAME 93, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (93) * CBS NFL FOOTBALL GAME 94, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (94) * CBS NFL FOOTBALL GAME 95, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (95) * CBS NFL FOOTBALL GAME 96, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (96) * CBS NFL FOOTBALL GAME 97, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (97) * CBS NFL FOOTBALL GAME 98, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (98) * CBS NFL FOOTBALL GAME 99, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (99) * CBS NFL FOOTBALL GAME 100, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (100) * CBS NFL FOOTBALL GAME 101, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (101) * CBS NFL FOOTBALL GAME 102, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (102) * CBS NFL FOOTBALL GAME 103, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (103) * CBS NFL FOOTBALL GAME 104, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (104) * CBS NFL FOOTBALL GAME 105, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (105) * CBS NFL FOOTBALL GAME 106, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (106) * CBS NFL FOOTBALL GAME 107, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (107) * CBS NFL FOOTBALL GAME 108, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (108) * CBS NFL FOOTBALL GAME 109, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (109) * CBS NFL FOOTBALL GAME 110, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (110) * CBS NFL FOOTBALL GAME 111, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (111) * CBS NFL FOOTBALL GAME 112, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (112) * CBS NFL FOOTBALL GAME 113, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (113) * CBS NFL FOOTBALL GAME 114, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (114) * CBS NFL FOOTBALL GAME 115, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (115) * CBS NFL FOOTBALL GAME 116, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (116) * CBS NFL FOOTBALL GAME 117, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (117) * CBS NFL FOOTBALL GAME 118, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (118) * CBS NFL FOOTBALL GAME 119, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (119) * CBS NFL FOOTBALL GAME 120, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (120) * CBS NFL FOOTBALL GAME 121, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (121) * CBS NFL FOOTBALL GAME 122, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (122) * CBS NFL FOOTBALL GAME 123, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (123) * CBS NFL FOOTBALL GAME 124, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (124) * CBS NFL FOOTBALL GAME 125, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (125) * CBS NFL FOOTBALL GAME 126, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (126) * CBS NFL FOOTBALL GAME 127, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (127) * CBS NFL FOOTBALL GAME 128, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (128) * CBS NFL FOOTBALL GAME 129, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (129) * CBS NFL FOOTBALL GAME 130, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (130) * CBS NFL FOOTBALL GAME 131, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (131) * CBS NFL FOOTBALL GAME 132, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (132) * CBS NFL FOOTBALL GAME 133, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (133) * CBS NFL FOOTBALL GAME 134, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (134) * CBS NFL FOOTBALL GAME 135, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (135) * CBS NFL FOOTBALL GAME 136, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (136) * CBS NFL FOOTBALL GAME 137, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (137) * CBS NFL FOOTBALL GAME 138, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (138) * CBS NFL FOOTBALL GAME 139, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (139) * CBS NFL FOOTBALL GAME 140, CBS, (4:00-7:00PM), FOR REMAINING RATINGS, SEE OF PAGES 2.
 (140) * CBS NFL FOOTBALL GAME 141, CBS, (4:00-7:

SUN. 11:00 P.M. — 12:45 A.M.

MON.-FRI. 11:30 P.M. — 1:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
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ABC TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

CBS TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

NBC TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

ABC TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

CBS TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

NBC TV
TOTAL AUDIENCE
(Households (000) & %)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

5,140
6.9
ABC
Weekend
Report-
Sunday
4,840
6.5
14
6.5

6,260
8.4
CBS
Sunday
News-
Bradley
5,960
8.0
18
8.5

4,250
5.7
NBC Late Night Movie
2,530
3.4
16
4,270
6.0
ABC
Weekend
Report-
Sunday
4,320
5.8
12
5.8

5,140
6.9
CBS
Sunday
News-
Bradley
4,990
6.7
15
7.2

3,500
4.7
Lifeline
1,640
2.2
14
18.7

3,500
4.7
NBC Late Night Movie
1,640
2.2
14
18.7

48.2
50.4

5,140
6.9
ABC
Weekend
Report-
Sunday
4,840
6.5
14
6.5

6,260
8.4
CBS
Sunday
News-
Bradley
5,960
8.0
18
8.5

4,250
5.7
NBC Late Night Movie
2,530
3.4
16
4,270
6.0
ABC
Weekend
Report-
Sunday
4,320
5.8
12
5.8

5,140
6.9
CBS
Sunday
News-
Bradley
4,990
6.7
15
7.2

3,500
4.7
Lifeline
1,640
2.2
14
18.7

3,500
4.7
NBC Late Night Movie
1,640
2.2
14
18.7

39.9
44.2

5,140
6.9
ABC
Weekend
Report-
Sunday
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6,260
8.4
CBS
Sunday
News-
Bradley
5,960
8.0
18
8.5

4,250
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NBC Late Night Movie
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4,270
6.0
ABC
Weekend
Report-
Sunday
4,320
5.8
12
5.8

5,140
6.9
CBS
Sunday
News-
Bradley
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Lifeline
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NBC Late Night Movie
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ABC
Weekend
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CBS
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News-
Bradley
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NBC Late Night Movie
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CBS
Sunday
News-
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NBC Late Night Movie
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Weekend
Report-
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CBS
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News-
Bradley
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NBC Late Night Movie
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Report-
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NBC Late Night Movie
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Report-
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News-
Bradley
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NBC Late Night Movie
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NBC Late Night Movie
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NBC Late Night Movie
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Weekend
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NBC Late Night Movie
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NBC Late Night Movie
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ABC
Weekend
Report-
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CBS
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News-
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Lifeline
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NBC Late Night Movie
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Report-
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News-
Bradley
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NBC Late Night Movie
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Weekend
Report-
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CBS
Sunday
News-
Bradley
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Lifeline
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3,500
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NBC Late Night Movie
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5,140
6.9
ABC
Weekend
Report-
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News-
Bradley
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NBC Late Night Movie
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Weekend
Report-
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News-
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Lifeline
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NBC Late Night Movie
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ABC
Weekend
Report-
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CBS
Sunday
News-
Bradley
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NBC Late Night Movie
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ABC
Weekend
Report-
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Lifeline
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NBC Late Night Movie
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Weekend
Report-
Sunday
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6,260
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CBS
Sunday
News-
Bradley
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NBC Late Night Movie
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Weekend
Report-
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CBS
Sunday
News-
Bradley
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Lifeline
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NBC Late Night Movie
1,640
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14
18.7

20.3
20.3

5,140
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ABC
Weekend
Report-
Sunday
4,840
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6,260
8.4
CBS
Sunday
News-
Bradley
5,960
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4,250
5.7
NBC Late Night Movie
2,530
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ABC
Weekend
Report-
Sunday
4,320
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5,140
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CBS
Sunday
News-
Bradley
4,990
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3,500
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Lifeline
1,640
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14
18.7

3,500
4.7
NBC Late Night Movie
1,640
2.2
14
18.7

17.5
17.8

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 2-6, 1978

TIME

7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

7.0	9.3	11.0	12.3	13.2	14.9	15.0	15.3	15.7	16.5	16.7	16.8	16.5	17.0	16.5	17.1
6.4	8.5	10.7	12.2	13.4	14.9	15.3	15.9	16.8	17.6	17.4	17.7	17.6	18.2	17.8	17.9

U.S. TV Households: 74,500,000. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

[illegible]

TOTAL AUDIENCE	4,400	4,400	6,410	5,960		8,050		8,270
(Households (000) & %)	5.9	5.9	8.6	8.0		10.8		11.3

TOTAL AUDIENCE	3,800	4,170	3,200	2,830	5,590	4,470
Households (000) & %	5.1	5.6	4.3	3.8	7.5	6.0

ABC TV *Happy Days* *Family Feud* \$20,000 Pyramid *Ryan's Hope* *All My Children* (2) *One Life to Live*

TOTAL AUDIENCE	4,170	4,470	6,260	5,220	7,230	7,000
Households (000) & %	5.6	6.0	8.4	7.0	9.7	9.5

TOTAL AUDIENCE	4,020	4,320	3,430	2,680	5,440	4
Households (000) & %	5.4	5.8	4.6	3.6	7.3	

SHAREHOLDERS USING TV		WK 1	17.1	17.9	19.1	19.9	20.6	21.7	22.3	22.7	23.7	24.8	25.2	25.7	26.8	26.8
(See Def. 1)	WK 2	17.8	18.6	19.3	20.3	21.2	21.8	22.0	22.1	22.3	23.3	23.6	24.1	24.1	25.8	26.3

TV HOUSEHOLDS USING TV		WK 1	17.1	17.9	19.1	19.9	20.6	21.7	22.3	22.7	23.7	24.8	25.2	25.7	25.8	26.3	26.4	27.2	
(See Def. 1)		WK 2	17.8	18.6	19.3	20.3	21.2	21.8	22.0	22.1	22.3	23.3	23.6	24.1	24.2	24.7	24.7	25.4	
A-21	U.S. TV Households: 74,500,000 * Half-hour ratings for immediately preceding and subject quarter-hours.																		
	(1) "POPE JOHN PAUL I FUNERAL", ABC, CBS, NBC, WED., (11:00-1:00PM)(SUS.). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36																		
	(2) "ABC NEWSBRIEF", (SUS.).																		
	(4) "HOLLYWOOD SQUARES (B)", NBC, TUE., (1:00-1:30PM), FOR RATINGS, SEE OP PAGES.																		
DAY MON.-FRI. OCT. 9-13, 1978																			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 2-6, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
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TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV

(See Def. 1)

U.S. TV Households: 74,500,000

WK 1	28.1	29.4	29.5	30.6	30.5	32.7	34.0	35.7	37.1	39.5	40.8	42.4	44.9	46.4	46.8	47.9
WK 2	26.1	27.5	28.1	29.4	28.8	29.5	29.7	31.8	33.6	35.6	37.4	40.3	44.0	46.1	47.4	49.1

A-23

(1) "NBC NEWS UPDATE", (SUS.).

(2) "ABC WORLD NEWS TONIGHT" (B), ABC, WED., (4:00-4:30PM), FOR RATINGS, SEE OP. PAGES.

(3) "CARTER PRESS CONFERENCE", ABC, CBS, NBC, TUE., (4:00-4:30PM)(4:00-4:30PM)(4:00-4:30PM)(SUS.).

(R) Repeat, see page 8.

(9P) See Other Programs Section: Page A-36

DAY MON.-FRI. OCT. 9-13, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 7, 1978

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 14, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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4,320 5.8	5,220 7.0	6,560 8.8	6,630 8.9	3,800 5.1	5,220 7.0												
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Scooby Doo, (OP) Where Are You?	Fangface (OP)	Challenge of the Superfriends I	Challenge of the Superfriends II	10P Scooby's All-Stars I	Scooby's All-Stars II												
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3,200 4.3 34 3.4	4,320 5.8 32 5.3	5,660 7.6 35 7.1	5,590 7.5 32 7.9	3,430 4.6 19 4.6	4,690 6.3 23 6.1	4,690 6.3 23 6.1											
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4,020 5.4	6,780 9.1	7,230 9.7	8,490 11.4	9,240 12.4	7,520 10.1												
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All New Popeye Hour I (OP)	All New Popeye Hour II (OP)	Bugs Bunny/ Road Runner I (OP)	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Tarzan & the Super Seven I												
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3,200 4.3 33 3.7	4,990 6.7 37 6.3	5,960 8.0 36 7.6	7,380 9.9 40 8.4	8,200 11.0 43 10.5	6,560 8.8 34 9.0	6,560 8.8 34 9.0											
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1,940 2.6	3,130 4.2	3,870 5.2	4,540 6.1	5,360 7.2	5,440 7.3												
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Land of the Lost (SUS.)	Yogi's Space Race I	Yogi's Space Race II	Yogi's Space Race III (OP)	Godzilla Power Hour I	Godzilla Power Hour II (OP)	Fantastic Four											
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1,640 2.2 18 2.0	2,380 3.2 18 2.9	3,200 4.3 20 4.5	3,730 5.0 21 6.9	4,770 6.4 27 6.1	4,540 6.1 24 6.0	4,540 6.1 24 6.0											
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Scooby Doo, (OP) Where Are You?	Fangface (OP)	Challenge of the Superfriends I	Challenge of the Superfriends II	10P Scooby's All-Stars I	Scooby's All-Stars II												
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2,830 3.8 30 3.4	3,950 5.3 31 4.7	5,660 7.6 36 7.2	5,810 7.8 33 8.0	3,950 5.3 21 5.0	4,170 6.4 22 6.3	4,170 6.4 22 6.3											
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3,800 5.1	6,260 8.4	6,260 8.4	8,270 11.1	8,940 12.0	8,120 10.9												
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All New Popeye Hour I (OP)	All New Popeye Hour II (OP)	Bugs Bunny/ Road Runner I (OP)	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Tarzan & the Super Seven I												
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2,910 3.9 29 3.2	4,690 6.3 35 5.8	5,660 7.6 35 7.2	7,150 9.6 40 9.4	7,820 10.5 41 10.3	6,850 9.2 34 9.1	6,850 9.2 34 9.1											
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2,530 3.4	2,830 3.8	3,130 4.2	3,500 4.7	4,920 6.6	5,510 7.4												
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Land of the Lost (SUS.)	Yogi's Space Race I	Yogi's Space Race II	Yogi's Space Race III (OP)	Godzilla Power Hour I	Godzilla Power Hour II (OP)	Fantastic Four											
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1,940 2.6 22 2.2	2,460 3.3 20 3.3	2,610 3.5 17 3.5	2,980 4.0 17 3.7	4,020 5.4 22 5.5	4,690 6.3 24 5.4	4,690 6.3 24 5.4											
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TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

4.5

5.5

6.8

9.4

11.6

14.8

17.0

19.4

21.2

22.9

24.0

25.1

25.2

25.4

25.7

26.2

26.3

26.5

26.7

27.4

27.4

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 7, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,670 10.4		5,220 7.0		4,250 5.7		6,630 8.9	20,930 28.1									
AVERAGE AUDIENCE (Households (000) & %)	5,960 8.0		4,250 5.7		3,200 4.3		5,070 6.8	10,280 13.8									
SHARE OF AUDIENCE %	30		25		17		26	45			9.9*		12.4*			14.5*	14.5*
AVG. AUD. BY 1/4 HR. %	8.4	7.7	6.1	5.3	3.9	4.6	6.8	8.2	9.2	10.6	12.0	12.7	14.5	14.5	14.1	14.1	14.1
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	7,900 10.6		7,450 10.0		6,180 8.3		6,110 8.2		4,100 5.5		3,350 4.5						
AVERAGE AUDIENCE (Households (000) & %)	6,630 8.9		6,480 8.7		5,220 7.0		5,070 6.8		3,350 4.5		2,760 3.7						
SHARE OF AUDIENCE %	34		34		28		26		17		12						
AVG. AUD. BY 1/4 HR. %	9.1	8.7	8.9	8.4	7.4	6.6	6.5	7.0	4.5	4.5	4.1	3.4					
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	4,920 6.6		5,290 7.1		4,540 6.1		4,770 6.4										
AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0		4,250 5.7		3,870 5.2		3,800 5.1										
SHARE OF AUDIENCE %	19		22		21		19										
AVG. AUD. BY 1/4 HR. %	9.2		7.8		6.2		6.2										
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,290 7.1		4,620 6.2		3,950 5.3		5,890 7.9										
AVERAGE AUDIENCE (Households (000) & %)	24		26		18		27										
SHARE OF AUDIENCE %	7.1	7.1	5.9	6.4	5.1	5.4	5.4	5.5	6.7	7.1	7.9	8.3*	8.3*	8.9*	9.4*	9.4*	
AVG. AUD. BY 1/4 HR. %	7.1	7.1	5.9	6.4	5.1	5.4	5.4	5.5	6.7	7.1	7.9	8.6	8.9	9.0	9.4	9.4	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	9,010 12.1		8,420 11.3		6,260 8.4		7,380 9.9		4,770 6.4		4,470 6.0						
AVERAGE AUDIENCE (Households (000) & %)	7,670 10.3		7,230 9.7		5,290 7.1		6,030 8.1		3,730 5.0		3,730 5.0						
SHARE OF AUDIENCE %	37		35		25		28		17		16						
AVG. AUD. BY 1/4 HR. %	10.6	9.9	10.0	9.3	7.2	7.0	8.1	8.1	5.0	5.1	5.0	5.0					
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,440 7.3		4,840 6.5		5,440 7.3		4,020 5.4										
AVERAGE AUDIENCE (Households (000) & %)	3,950 5.3		4,020 5.4		4,250 5.7		3,430 4.6										
SHARE OF AUDIENCE %	19		20		21		18										
AVG. AUD. BY 1/4 HR. %	5.4	5.2	5.4	5.4	5.7	5.7	4.7	4.6									
2																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)	25.7	25.9	25.9	25.3	24.5	25.3	25.6	26.7	26.6	27.7	29.2	30.5	31.4	31.4	31.6	33.0	
	27.6	27.5	27.5	27.8	28.0	28.2	27.9	28.7	29.2	30.3	30.3	30.8	30.3	30.6	30.8	31.9	

A-27 U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (1) FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 14, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 7, 1978

TIME

3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45 7:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY % HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hour).

A-29

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "NATIONAL LEAGUE CHAMPIONSHIP PRE 4", ABC, (4:09-4:18PM) FOR REMAINING RATINGS, SEE OP. PAGES.

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP. PAGES.

(2) "NATIONAL LEAGUE CHAMPIONSHIP PRE 4", ABC, (4:09-4:18PM) FOR REMAINING RATINGS, SEE OP. PAGES.

DAY SAT. OCT. 7, 1978

13,780 27,420 18.5 36.8																
NCAA Football Game "VARIOUS TEAMS & TIMES" (12:50-4:18PM)(11)																
National League Championship Game 4 "PHILADELPHIA VS. LOS ANGELES" (4:10-7:00PM)																
14.7*	16.2*	12.590	16.240					19.8*	20.3*	21.3*	22.2*	24.2*				
46*	49*	50	52					54*	54*	53*	51*	51*				
14.8	14.7	15.9	16.6	16.8	18.4	19.5	20.1	20.6	19.9	21.0	21.5	21.9	22.4	24.0	24.3	
5,660 7.6																
CBS Sports Spectacular																
CBS Saturday News with Bob Schieffer																
2,310														4,470		
3.1	2.6*							2.8*		3.9*				6.0		
8	7*							7*		10*				12		
2.6	2.6	2.9	2.8	3.1	4.7									5.8	6.2	
4,990 6.7																
NBC Nightly News- Sat.																
4,320 5.8																
12 5.6 5.9																
2,980 4.0																
NCAA Football Game "NOTRE DAME VS. PITTSBURGH" (12:30-3:47PM)(1)																
ABC Wide World of Sports																
ABC World News Tonight- Saturday																
8.8*		2,980						3,280						1,640		
26*		4.0						4.4	4.2*	4.5*			4.4*	2.2		
9.1	8.5	7.0	4.0					10	10*	10*			9*	4		
								4.2	4.1	4.5	4.6	4.5	4.3	2.2	2.3	
6,030 8.1																
5,660 7.6																
CBS Sports Spectacular																
CBS Saturday News with Bob Schieffer																
2,460														4,400		
3.3	3.4*							2.9*		3.6*				5.9		
7	8*							6*		8*				11		
3.6	3.2	2.7	3.1	3.9	3.3									5.8	6.0	
8,640 38,890 11.6 52.2																
World Series Game 4 "LOS ANGELES VS. NEW YORK YANKEES" (3:17-7:38PM)																
7,970	22,420															
10.7	30.1	21.4*	27.8*	26.1*	29.5*	32.1*	34.0*	36.4*								
32	65	55*	67*	61*	66*	69*	70*	70*								
10.4	15.9	19.4	23.4	27.1	28.4	25.5	26.6	28.6	30.3	31.5	32.6	33.6	34.3	35.9	36.9	
33.7	34.0	34.3	35.4	35.8	36.3	36.9	38.4	37.9	37.7	39.2	41.9	44.2	46.0	48.3	49.5	
34.0	36.4	38.8	40.7	41.8	43.0	42.3	42.3	42.4	44.0	45.9	46.8	47.8	50.1	51.2	53.3	

A-30 **NATIONAL *Nielsen* TV AUDIENCE ESTIMATES**

DAY SUN. OCT. 8, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																		
TOTAL AUDIENCE (Households (000) & %)																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
CBS TV																		
TOTAL AUDIENCE (Households (000) & %)																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
NBC TV																		
TOTAL AUDIENCE (Households (000) & %)																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		

ABC TV																		
TOTAL AUDIENCE (Households (000) & %)																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
CBS TV																		
TOTAL AUDIENCE (Households (000) & %)																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
NBC TV																		
TOTAL AUDIENCE (Households (000) & %)																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		

TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)		2.7	3.1	4.1	5.5	7.0	8.2	10.7	13.0	13.8	16.3	17.5	18.2	18.2	19.5	19.9	20.4	20.4	21.1	21.8	21.8
U.S. TV Households: 74,500,000		3.0	3.2	3.9	5.0	5.9	7.2	8.8	10.8	13.0	14.1	16.0	17.1	18.9	20.4	21.1	21.8	21.8	21.8	21.8	21.8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 8, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,530 3.4		2,380 3.2		2,240 3.0		3,130 4.2										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				7,600 10.2		25,550 34.3								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,130 4.2				3,200 4.3				14,600 19.6				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,530 3.4		2,380 3.2		2,240 3.0		3,130 4.2										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				7,600 10.2		25,550 34.3								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,130 4.2				3,200 4.3				14,600 19.6				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,530 3.4		2,380 3.2		2,240 3.0		3,130 4.2										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				7,600 10.2		25,550 34.3								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,130 4.2				3,200 4.3				14,600 19.6				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,530 3.4		2,380 3.2		2,240 3.0		3,130 4.2										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,130 4.2				7,600 10.2		25,550 34.3								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,130 4.2				3,200 4.3				14,600 19.6				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV	WK 1	21.7	22.9	23.8	24.7	24.0	24.0	24.8	26.1	27.4	29.9	31.9	34.1	36.4	36.9	36.3	36.8
(See Def. 1)	WK 2	21.5	22.4	22.8	23.6	24.7	25.2	27.6	30.0	32.3	34.5	35.8	38.0	39.1	40.1	40.6	40.9

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 A-33 * VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
 (1) * PAPER SELECTION SPEC. 11", ABC, (1:30-1:40PM)(S).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. OCT. 15, 1978

A-34

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 8, 1978

TIME	3 00	3 15	3 30	3 45	4 00	4 15	4 30	4 45	5 00	5 15	5 30	5 45	6 00	6 15	6 30	6 45	7 00
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

(Households (000) & %)

ABC TVAVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-35

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (1) * NFL FOOTBALL: BOYD R. BROWN, JR. (3:00-3:30 PM) (2) * CBS NFL FOOTBALL: BOYD R. BROWN, JR. (3:00-3:30 PM) (3) * CBS NFL FOOTBALL: BOYD R. BROWN, JR. (3:00-3:30 PM)

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

CABLE TV/TV AUDIENCE ESTIMATES					OTHER PROGRAMS												
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2								
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR			
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		SHARE	%	HOUSEHOLDS (000)	%		HOUSEHOLDS (000)	%	SHARE
EVENING MONDAY																	
ABC	9.00-11.48PM		NFL MONDAY NIGHT FOOTBALL	11.00	FOR RTGS SEE PAGE A-2				27.9	FOR RTGS SEE PAGE A-3						16.2	
	9.00-11.52PM			11.15				27.6*	49*	27.3			15.0*	29*	13.9		
				11.30					27.6						13.2		
				11.45					26.8				12.7*	31*	11.5		
EVENING TUESDAY																	
ABC	8.15-11.35PM		AMER. LEAGUE CHAMP GM 1(S)	11.00	FOR RTGS SEE PAGE A-4				23.4								
				11.15				22.5*	42*	21.5							
				11.30					20.6								
ABC	12.07-1.10AM		TUESDAY MOVIE OF THE WEEK	11.30						6,410	8.6	3,870	5.2	17	5.7		
	11.30-12.35AM			11.45									5.5*	15*	5.4		
				12.00	4,770	6.4	3,580	4.8	27	5.5					4.8		
				12.15				5.3*	25*	5.3			4.9*	20*	5.0		
				12.30					4.9	4.9					4.6		
				12.45				4.7*	29*	4.5							
				1.00					3.9								
CBS	9.00-11.23PM		CBS TUESDAY NIGHT MOVIES	11.00						FOR RTGS SEE PAGE A-5						13.1	
NBC	8.00-8.22PM		WORLD SERIES PRE #1(S)	11.15													
				8.15						FOR RTGS SEE PAGE A-5							
NBC	8.22-11.37PM		WORLD SERIES GAME #1(S)	11.00						FOR RTGS SEE PAGE A-5						32.5	
				11.15									32.1*	54*	31.6		
				11.30											31.4		
EVENING WEDNESDAY																	
ABC	8.15-11.15PM		NAT'L LEAGUE CHAMP GM 1(S)	11.00	FOR RTGS SEE PAGE A-6					18.2							
ABC	11.44-12.50AM		POLICE WOMAN	11.30	4,990	6.7	3,430	4.6	19	5.6	5,440	7.3	3,730	5.0	18	5.9	
	11.30-12.37AM			11.45						5.3				5.5*	17*	5.1	
				12.00						4.9						4.9	
				12.15				4.6*	19*	4.3				4.8*	20*	4.7	
				12.30						4.2						4.0	
				12.45				4.0*	20*	3.4							
ABC	12.50-1.10AM		SWAT-WED	12.30							2,530	3.4	2,010	2.7	18	3.1	
	12.37-1.22AM			12.45	2,460	3.3	2,090	2.8	19	2.9				2.8*	16*	2.7	
				1.00						2.7						2.5	
				1.15										2.5*	19*	2.6	
CBS	9.00-11.19PM		NETWORK(S)	11.00	FOR RTGS SEE PAGE A-6					16.6							
				11.15						14.6							
NBC	8.15-11.20PM		WORLD SERIES GAME #2(S)	11.00									FOR RTGS SEE PAGE A-7			37.2	
				11.15											36.2*	61*	33.4

OTHER PROGRAMS

NATIONAL WEEK 1														NATIONAL WEEK 2														OTHER PROGRAMS													
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE				AVERAGE AUDIENCE				AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE				AVERAGE AUDIENCE				AVG. AUD. BY 1/4 HR																			
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)		%	SHARE %																										
EVENING THURSDAY																																									
	ABC	11.30-12.35AM	STARKY AND HUTCH-11:30	11.30	5,660	7.6	3,650	4.9	19	5.9	7,900	10.6	5,740	7.7	29	8.3																									
		11.30-12.37AM		11.45				5.3*	18*	4.8				8.3*	27*	8.3																									
				12.00						4.5						8.0																									
				12.15				4.8*	20*	4.6				7.7*	32*	7.4																									
				12.30						4.3						5.6																									
	ABC	12.35- 1.08AM	SWAT-THUR	12.30	3,050	4.1	2,380	3.2	20	3.7	4,020	5.4	3,280	4.4	28	5.1																									
		12.37- 1.26AM		12.45				3.3*	20*	3.1				4.8*	28*	4.6																									
				1.00						2.9						4.0																									
				1.15										4.0*	28*	4.0																									
EVENING FRIDAY																																									
	ABC	8.00- 8.12PM	NAT'L LEAGUE CHAMP PRE 3(S)	8.00	10,060	13.5	10,280	13.8	28	13.8																															
	ABC	11.30-12.00MD	PAPAL SELECTION(S)	11.30							5,140	6.9	4,170	5.6	15	5.9																									
				11.45												5.3																									
	ABC	11.30-12.34AM	BARETTA-11:30PM	11.30	6,180	8.3	4,100	5.5	17	6.4																															
		12.00- 1.04AM		11.45				6.1*	17*	5.8																															
				12.00						5.3	4,250	5.7	2,910	3.9	15	4.1																									
				12.15				5.1*	17*	4.9				3.9*	13*	3.7																									
EVENING SATURDAY																																									
				12.30						4.1																															
				12.45																																					
				1.00																																					
	NBC	8.00- 8.17PM	WORLD SERIES PRE #3(S)	8.15																																					
	NBC	8.17-11.12PM	WORLD SERIES GAME #3(S)	11.00																																					
	NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	4,020	5.4	2,090	2.8	19	3.8																															
		1.14- 2.44AM		1.15				3.7*	20*	3.5	4,400	5.9	2,380	3.2	24	5.1																									
				1.30						2.7						4.3																									
				1.45				2.6*	18*	2.5						3.4																									
				2.00						2.7				3.3*	23*	3.2																									
				2.15				2.2*	19*	1.8				2.9*	25*	3.1																									
				2.30												2.8																									
																2.3																									
	ABC	8.15-11.12PM	AMER. LEAGUE CHAMP GM 4(S)	11.00						23.5																															
	ABC	8.14- 8.15PM	ABC NEWSBRIEF-SAT.	8.00																																					
		9.58- 9.59PM		9.45	12,370	16.6	12,370	16.6	33	16.6	11,850	15.9	11,850	15.9	27	15.9																									
	ABC	11.12-11.27PM	ABC WEEKEND REPORT-SAT.	11.00	5,960	8.0	5,890	7.9	16	8.7	4,840	6.5	4,620	6.2	13	6.2																									
		11.00-11.15PM		11.15						7.7																															
	CBS	8.58- 8.59PM	NEWSBREAK-SAT.	8.45	9,830	13.2	9,830	13.2	23	13.2	8,200	11.0	8,200	11.0	19	11.0																									
	NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	11,700	15.7	11,700	15.7	27	15.7	17,060	22.9	17,060	22.9	40	22.9																									
	NBC	11.30-12.53AM	SATURDAY NIGHT	11.30	14,300	19.2	9,310	12.5	37	13.4	13,930	18.7	9,010	12.1	38	13.6																									
		11.30-12.54AM		11.45				13.5*	35*	13.5				13.3*	37*	13.0																									
				12.00						13.3						12.5																									
CONT'D																																									

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2									
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG AUD BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG AUD BY 1/4 HR			
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	%			
EVENING SATURDAY CONT'D																	
NBC 11.30-12.53AM SATURDAY NIGHT-CONT'D				12.15				12.8*	39*	12.4			12.4*	39*	12.3		
				12.30					11.1					10.5			
				12.45				10.9*	39*	10.5			10.2*	38*	9.6		
EVENING SUNDAY																	
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.				8.45	15,790	21.2	15,790	21.2	32	21.2	13,860	18.6	13,860	18.6	27	18.6	
CBS 7.04- 8.04PM 60 MINUTES				8.00	FOR RTGS SEE PAGE A-14					22.1	FOR RTGS SEE PAGE A-15				18.2		
7.10- 8.10PM																	
CBS 8.04- 9.04PM MARY				9.00	FOR RTGS SEE PAGE A-14					20.5							
CBS 9.04- 9.34PM ALL IN THE FAMILY				8.30							FOR RTGS SEE PAGE A-15			17.4			
8.10- 8.40PM				9.30	FOR RTGS SEE PAGE A-14					22.4							
CBS 9.34-10.04PM ALICE				9.00							FOR RTGS SEE PAGE A-15			20.4			
8.40- 9.10PM				10.00	FOR RTGS SEE PAGE A-14					24.6							
CBS 9.02- 9.03PM NEWSBREAK-SUN.				9.00	14,300	19.2	14,300	19.2	28	19.2	12,960	17.4	12,960	17.4	23	17.4	
9.09- 9.10PM																	
CBS 9.10-10.10PM DALLAS(S)				10.00							FOR RTGS SEE PAGE A-15			18.3			
CBS 10.04-11.04PM KAZ				11.00	FOR RTGS SEE PAGE A-14					19.1	FOR RTGS SEE PAGE A-15			18.0			
10.10-11.10PM																	
NBC 9.03- 9.04PM NBC NEWS UPDATE-SUN.				9.00	16,460	22.1	16,460	22.1	33	22.1							
NBC 11.30- 1.24AM NBC LATE NIGHT MOVIE				12.45	FOR RTGS SEE PAGE A-16				3.2*	17*	3.2	FOR RTGS SEE PAGE A-17		2.4*	13*	2.2	
12.00- 2.17AM				1.00						3.3				2.0			
				1.15					3.2*	21*	3.1			1.9*	13*	1.9	
				1.30										1.9			
				1.45									1.8*	17*	1.7		
				2.00										1.1			
				2.15										0.3*			
EVENING MONDAY-FRIDAY																	
ABC 8.14- 8.15PM ABC NEWSBRIEF-M-F				M-F	8.00	12,960	17.4	12,960	17.4	31	14.0						
9.58- 9.59PM					8.45						12,370	16.6	12,370	16.6	25	13.9	
					9.45						25.8				18.4		
CBS 8.58- 8.59PM NEWSBREAK-M-F				M-F	8.45	11,700	15.7	11,700	15.7	25	16.2	10,880	14.6	10,880	14.6	22	12.5
					9.15										23.0		
					9.45						13.7						
CBS 12.42- 1.21AM LATE MOVIE II				M-F	12.00	4,620	6.2	3,730	5.0	31	7.0	3,800	5.1	3,050	4.1	25	5.1
12.43- 1.26AM					12.15				6.5*	29*	6.3			4.7*	20*	4.5	
					12.30						5.8				4.6		
					12.45				5.7*	33*	5.3			3.8*	22*	4.2	
CONT'D																	

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES											OTHER PROGRAMS				
DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1							WEEK 2						
		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY CONT'D															
CBS 12.42- 1.21AM LATE MOVIE II-CONT'D	1.00														
	1.15							4.7							4.0
	1.30							4.5							3.9
	1.45							3.8							3.6
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	MWTHF 8.00														
	MWTHF 8.15									13,930	18.7	13,930	18.7	31	21.4
	M-F 8.45	12,670	17.0	12,670	17.0	27	17.0								9.1
NBC 11.30-12.47AM TONIGHT SHOW	M-F 1.00														17.6
	1.15									FOR RTGS SEE PAGE A-17					3.9
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH 1.45														3.7*
	2.00									FOR RTGS SEE PAGE A-17					1.9*
	2.15														1.8
DAY MONDAY-FRIDAY															
ABC 2.00- 2.14PM NAT'L LEAGUE CHAMP PRE 2(S)	THU. 2.00	4,990	6.7	4,920	6.6	27	6.6								
ABC 2.14- 4.42PM NAT'L LEAGUE CHAMP GM 2(S)	THU. 2.00	14,380	19.3	7,450	10.0	35	6.3								
	2.15						6.6								
	2.30						7.9								
	2.45						8.4								
	3.00						9.5								
	3.15						9.9								
	3.30						10.0								
	3.45						10.8								
	4.00						12.1								
	4.15						12.9								
	4.30						12.7								
ABC 2.30- 5.45PM AMER. LEAGUE PLAYOFF GAME(S)	MON. 2.30	20,930	28.1	10,060	13.5	39	8.6								
	2.45						9.4								
	3.00						10.4								
	3.15						10.7								
	3.30						11.5								
	3.45						11.5								
	4.00						12.8								
	4.15						13.9								
	4.30						15.9								
	4.45						16.6								
	5.00						18.0								
	5.15						19.5								
	5.30						16.4								
ABC 3.00- 3.14PM AMER. LEAGUE CHAMP PRE 2(S)	WED. 3.00	6,560	8.8	6,480	8.7	30	8.7								
ABC 3.00- 3.14PM AMER. LEAGUE CHAMP PRE 3(S)	FRI. 3.00	6,410	8.6	6,180	8.3	31	8.3								
ABC 3.14- 6.20PM AMER. LEAGUE CHAMP GM 2(S)	WED. 3.00	20,340	27.3	10,430	14.0	38	8.3								
	3.15						8.5								
	3.30						9.6								
	3.45						10.4								
	4.00						11.9								
	4.15						12.5								
							12.2*								
							37*								

CONT'D

CONT'D

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
DAY MONDAY-FRIDAY CONT'D																
ABC		3.14-	6.20PM AMER. LEAGUE CHAMP GM 2-CONT'D													
				4.30						13.3						
				4.45				13.7*	37*	14.1						
				5.00						15.4						
				5.15				15.9*	40*	16.4						
				5.30						17.7						
				5.45				18.1*	43*	18.5						
				6.00						19.2						
				6.15				18.9*	42*	17.9						
ABC		3.14-	5.51PM AMER. LEAGUE CHAMP GM 3(S)	FRI.	18,550	24.9	10,280	13.8	41	9.0						
				3.00						9.4						
				3.15						10.5						
				3.30						11.3						
				3.45				10.9*	37*	12.8						
				4.00						13.2						
				4.15				13.0*	41*	14.2						
				4.30						14.8						
				4.45				14.5*	42*	15.6						
				5.00						16.4						
				5.15				16.0*	45*	18.3						
				5.30						17.7						
				5.45				18.1*	45*	4.6						
ABC		2.00-	2.30PM EDGE OF NIGHT	MON.	2.00											
ABC		4.30-	5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.						4.8						
				2.15												
				4.30							7,820	10.5	5,070	6.8	22	6.8
				4.45										6.5*	23*	6.1
				5.00												7.1
				5.15										7.2*	21*	7.3
ABC		6.30-	6.51PM ABC WORLD NEWS-WED(B)	WED.	4,840	6.5	4,400	5.9	13	6.0						
				6.30						5.6						
				6.45						4.1						
CBS		10.30-	11.30AM MAGAZINE(S)	MON.	5,290	7.1	3,050	4.1	22	4.1						
				10.30				4.0*	22*	3.8						
				10.45						4.2						
				11.00						4.3						
				11.15												
CBS		11.54-	12.00NN CBS MID-DAY NEWS-EDWARDS	MTUTHF	4,620	6.2	4,020	5.4	27	5.4						
				11.45							4,470	6.0	4,100	5.5	28	5.5
NBC		1.00-	1.30PM HOLLYWOOD SQUARES(B)	TUE.	1.00											
				1.15							1,190	1.6	820	1.1	5	1.1
DAY SATURDAY																
ABC		8.26-	8.29AM SCHOOLHOUSE ROCK-8.26AM													
				8.15	3,950	5.3	3,870	5.2	37	5.2	2,980	4.0	2,760	3.7	26	3.7
ABC		8.56-	8.59AM SCHOOLHOUSE ROCK-8.56AM		8.45	4,990	6.7	4,620	6.2	32	6.2	4,690	6.3	4,400	5.9	32
ABC		9.56-	9.59AM SCHOOLHOUSE ROCK-9.56AM		9.45	4,690	6.3	4,400	5.9	24	5.9	5,220	7.0	4,770	6.4	26
ABC		11.26-	11.29AM SCHOOLHOUSE ROCK-11.26AM		11.15	6,260	8.4	6,110	8.2	30	8.2	5,290	7.1	5,140	6.9	23
ABC		11.56-	11.59AM SCHOOLHOUSE ROCK-11.56AM		11.45	3,650	4.9	3,500	4.7	21	4.7	5,070	6.8	4,770	6.4	26
ABC		12.30-	12.58PM NCAA FOOTBALL PRE GAME		12.45											
										6.7						
ABC		12.58-	4.09PM NCAA FOOTBALL GAME		3.45											
CONT'D											FOR RTGS SEE PAGE A-27			4.8		
-45 U.S. TV HOUSEHOLDS: 74,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A-26																

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	
DAY SATURDAY CONT'D																	
ABC		12.58-	4.09PM NCAA FOOTBALL GAME-CONT'D	4.00	FOR RTGS SEE PAGE A-26					16.8							
ABC		4.09-	4.18PM NAT'L LEAGUE CHAMP PRE 4(S)	4.15	FOR RTGS SEE PAGE A-28					17.3							
CBS		8.26-	8.29AM IN THE NEWS- 8.26AM	8.15	4,250	5.7	4,100	5.5	37	5.5	4,170	5.6	3,730	5.0	34	5.0	
CBS		8.56-	8.59AM IN THE NEWS- 8.56AM	8.45	5,960	8.0	5,440	7.3	38	7.3	5,440	7.3	4,840	6.5	34	6.5	
CBS		9.26-	9.29AM IN THE NEWS- 9.26AM	9.15	6,710	9.0	6,410	8.6	38	8.6	6,780	9.1	6,330	8.5	38	8.5	
CBS		9.59-	10.02AM IN THE NEWS- 9.59AM	9.45	9,090	12.2	8,720	11.7	47	11.7	8,200	11.0	7,670	10.3	42	10.2	
				10.00						11.6						10.3	
CBS		10.26-	10.29AM IN THE NEWS-10.26AM	10.15	8,570	11.5	7,820	10.5	41	10.5	8,270	11.1	7,600	10.2	39	10.2	
CBS		11.33-	11.36AM IN THE NEWS-11.33AM	11.30	7,150	9.6	6,930	9.3	36	9.3	7,970	10.7	7,670	10.3	37	10.3	
CBS		11.56-	11.59AM IN THE NEWS-11.56AM	11.45	6,560	8.8	6,260	8.4	33	8.4	7,000	9.4	6,330	8.5	31	8.5	
CBS		12.26-	12.29PM IN THE NEWS-12.26PM	12.15	4,690	6.3	4,400	5.9	23	5.9	5,220	7.0	4,840	6.5	23	6.5	
CBS		12.56-	12.59PM IN THE NEWS-12.56PM	12.45	5,220	7.0	4,770	6.4	24	6.4	5,890	7.9	5,440	7.3	25	7.3	
CBS		1.26-	1.29PM IN THE NEWS- 1.26PM	1.15	3,580	4.8	3,350	4.5	16	4.5	3,870	5.2	3,730	5.0	17	5.0	
NBC		9.27-	9.29AM METRIC MARVELS- 9:27AM	9.15	3,280	4.4	3,200	4.3	19	4.3	2,610	3.5	2,460	3.3	15	3.3	
NBC		10.27-	10.29AM METRIC MARVELS-10:27AM	10.15	5,440	7.3	5,290	7.1	29	7.1	3,730	5.0	3,730	5.0	20	5.0	
NBC		11.57-	11.59AM METRIC MARVELS-11:57AM	11.45	4,620	6.2	4,400	5.9	23	5.9	4,620	6.2	4,320	5.8	21	5.8	
NBC		3.00-	3.17PM WORLD SERIES PRE #4(S)	3.15												12.8	
DAY SUNDAY																	
ABC		10.04-	10.07AM PAPAL SELECTION SPEC. I(S)	10.00													
ABC		11.55-	11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	1,940	2.6	1,640	2.2	9	2.2	1,190	1.6	1,190	1.6	10	1.6	
ABC		1.36-	1.40PM PAPAL SELECTION SPEC. II(S)	1.30							2,910	3.9	2,610	3.5	15	3.5	
CBS		9.26-	9.29AM IN THE NEWS- 9.26AM-SUN.	9.15	1,560	2.1	1,420	1.9	12	1.9	1,190	1.6	1,040	1.4	4	1.4	
CBS		9.56-	9.59AM IN THE NEWS- 9.56AM-SUN.	9.45	1,860	2.5	1,790	2.4	13	2.4	1,940	2.6	1,860	2.5	19	2.5	
CBS		4.00-	7.04PM CBS NFL FOOTBALL GAME 2	7.00							2,240	3.0	2,090	2.8	18	2.8	
		4.00-	7.10PM		FOR RTGS SEE PAGE A-34					17.6	FOR RTGS SEE PAGE A-35					8.0	
NBC		1.00-	4.19PM NFL FOOTBALL GAME 1-NBC	4.15													
NBC		4.19-	7.42PM WORLD SERIES GAME #5(S)	7.30							FOR RTGS SEE PAGE A-33 FOR RTGS SEE PAGE A-35					19.6 33.3	

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U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

NTI**BULLETIN**

October 27, 1978

**THE PRESIDENT'S OCTOBER 10
PRESS CONFERENCE**

President Jimmy Carter held a nationally televised press conference on Tuesday, October 10, 1978, at 4:00-4:30PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	21.2	15.8
Average Audience		
Households	17.9	13.3
Total Persons *	8.0	16.5
Total Women	11.4	8.9
18-49	7.4	3.6
Total Men	5.2	3.7
18-49	3.4	1.6
Total Teens	8.0	1.9
Total Children *	5.9	2.0

*Excluding children under 2 years of age.

NTI**BULLETIN**

October 27, 1978

**POPE JOHN PAUL I'S
FUNERAL MASS**

On Wednesday, October 4, 1978, the second papal funeral mass in less than two months was held in St. Peter's Square, Rome.

As millions watched on television, Pope John Paul I was laid to rest. The service was carried by the three national television networks at 11:00AM - 1:00PM NY Time. NTI estimates of the audience reached by their combined facilities are as follows:

HOUSEHOLDS

	<u>Percent</u>	<u>Millions</u>
Total Duration		
Total Audience	24.8	18.5
Average Audience	12.8	9.5
By Half-Hour (Avg. Aud.)		
11:00AM-11:30AM	11.0	8.2
11:30AM-12:00NN	12.3	9.2
12:00NN-12:30PM	13.6	10.1
12:30PM-1:00PM	14.3	10.7

NTI**CORRECTION
NOTICE**

October 27, 1978

NIELSEN NATIONAL TV RATINGS REPORT
Second Report For September, 1978
(Two Weeks Ending October 1, 1978)

The Estimated Persons in TV Households on Page 79 of the above report were shown in error for the following categories. Data effects this table only, all other data are correct as reported.

	<u>Shown As</u>	<u>Should Be</u>
Teens (12-17)		
Total	2409	2384
Female	1185	1173
Children (2-11)		
Total	3307	3266
6-11	2089	2065



CORRECTION NOTICE

October 27, 1978

NIELSEN NATIONAL TV RATINGS REPORT Second Report For September, 1978 (Two Weeks Ending October 1, 1978)

Season average data for NBC NFL Football Game 2 was incorrectly reported in the Program Audience Estimates (Alphabetic).

As a convenience to subscribers, complete data for this program are shown below:

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION																						
PROGRAM NAME WK 1 DAY START TIME DUR NET PROG. WK 1 WK 2 K E Y										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										AVG. ADL. SHARE %	AVG. ADL. AUD. (10.00)	TOTAL PERSONS **	LADY OF HOUSE	WORKING WOMEN	WOMEN (BY AGE)					MEN (BY AGE)					TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEMALE	TOTAL	6-11			
(PG. 43)																																
WEEKEND DAYTIME																																
NFL FOOTBALL GAME 2-NBC 1										216																						
2 SUN. 4:19P 185 NBC SE										99																						
4:30 - 5:00										A	18.9	43	1408	1518	426	196	447	141A	261	292	68A	142A	905	337	586	517	114A	234	86A	51A	80A	59A
5:00 - 5:30										B	18.9	43	1408	1518	426	196	447	141	261	292	68	142	905	337	586	517	114	234	86	51	80	59
6:00 - 6:30										A	14.8	37	1103	1478	395	195A	419	122A	226	281	63A	138A	910	353	599	575	103A	223	106A	54V	35V	35V
6:30 - 7:00										A	18.0	44	1341	1500	450	228	47A	135A	267	320	66A	154A	894	334	576	534	105A	225	107A	51A	25V	25V
7:00 - 7:30										A	18.9	45	1408	1426	399	210	419	111A	231	278	60A	141A	904	307	546	518	112A	246	82A	49A	24V	24V
7:30 - 8:00										A	20.5	46	1527	1485	422	227	44A	162	281	302	64A	126A	925	358	611	525	109A	226	66A	54A	50A	43A
8:00 - 8:30										A	22.1	47	1646	1590	432	188	44A	164	279	292	67A	120A	912	339	594	503	127A	243	68A	46A	110A	67A
8:30 - 9:00										A	21.6	42	1609	1693	487	127A	502	147A	286	296	88A	174	859	319	552	432	130A	247	94A	45A	238	137A